

# MACLEAN'S

**KEEP ON ROLLING**  
Brian D. Johnson talks  
with Mick and Keith

**EXCLUSIVE POLL**  
An independent Canada  
forever? We're not so sure.

**THE MARTIN JUGGERNAUT**  
It's no fun being the *other*  
contenders for Chrétien's throne

## LEADERS OF TOMORROW

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## UNITED IN AMBIVALENCE

There's nothing new about Canada-U.S. relations—except the world we live in

**DURING A VISIT** to friends in Quebec a while ago, one of them fished out briefly, and left the money. Not for long, mind you: it was his usual 15-minute trip across the border to buy the New York Times, and, perhaps, some cheaper American gas to fill up his car. The trip isn't as much about saving money as it is about convenience: the Times arrives earlier to the other side of the border and the American town that he had home than any of his Canadian counterparts. As for American and Canadian customs officials, well, by now, they've identified him as being no threat to their national security, so they wave him through.

Those trips are so worryingly precise because they're among the most routine—and benign—examples of a relationship between countries that is troubling on overall scale, and, at the human level, rife with multiple layers of relationship. The pieces in this week's magazine provide reminders of that. An excerpt from author L. Ian Macdonald's book, *From Toronto to Toronto*, while not as historic, shares the story behind the historic 1988 debate over free trade with the United States. The sheer scope of the importance of free trade with the U.S. for Canada is evident from the statistics: since 1988, the year before the FTA was implemented, to 2001, our exports to the U.S. annually have risen as much as \$113 billion to \$284 billion, and we now send 82 per cent of our exports south of the border.

As the same time, our second article in *gender*—revealing the details of a poll we sponsored jointly with our sister publication, *L'Espresso*, aimed at measuring Canadian attitudes toward national sovereignty—attests the ambivalence we feel when we measure our future in terms of the way we get along with our closest friend and neighbour. Consider these poll findings, among others: even as our eco-

nomic relationship grows closer with the United States, 59 per cent of Canadians are opposed to North American integration, citing the lines of the European Union. But at the same time, 54 per cent of poll respondents are open to the idea of a continental parliament with the United States and Mexico that would deal with some specific issues, such as environment.

As always, we spend much more time dwelling about that relationship than Americans spend thinking about us. That isn't a problem: due real problems start when we perceive that focus should be reciprocal, and not hurt that I feel. I'm always amazed when Canadians take umbrage at Americans who tell us we're just like them, coming from concerns of the most powerful—and arguably most self-confident—nation in the world, that sentiment is obviously meant as a compliment. After all, glossing over differences is something you do with people you like.

Forcing about our relationship with the United States is a tradition almost as old as Canada itself. But these reflections are placed within the prism of the new world we've confronted since last Sept. 11. In our week's *Maclean's*, we'll examine life a year after the terrorist attacks that killed more than 3,000 people, including 24 Canadians. Our intent isn't to recreate events of that day, which have already been amply covered, but to assess their impact in everyday and overall terms. We'll rely on reader feedback even more than usual: the measure of change must then be a process that involves everyone as both judge—and participant.

Andrew Wilson-Smith

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## MACLEAN'S

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"I can attest to the ongoing Canadian attachment to the rails. For a 19-year-old, travel by train has brought the country to life." —*Jeremy Hocking Lewis, Vancouver*

#### In this fair land

The luckiest thing that has ever happened to me is that I was born in Canada. Although I think my sons every day, reading articles like the ones on train travel and its benefits ("All aboard!" Cover, Aug. 26) confirms my good fortune. The beauty of Canada is in its climate and its landscape. That its politicians choose to squabble and behave dishonorably should relegate them to a single column in your magazine. Bring on more great stories about us and our land.

Shelia Custerford, Toronto

The new Renaissance trains are not accessible to 15 per cent of Canadians—those with disabilities. The cars are in fact less accessible than VIA's old rolling stock. VIA missed a golden opportunity to bring better free cars into service. Canadian manufacturers' contractors construct accessible passenger rail cars that are sold in the United States first, not by Amtrak. Passenger rail is an important symbol of Canadian nationalism. With the expectation of the Renaissance cars into the VIA system, Canadian rail transportation is becoming a symbol of exclusion and discrimination to people with disabilities.

Pat Burdett, Transportation Committee

Chairperson, Council of Canadians with Disabilities, Winnipeg

I grew up on the Prairies in the '50s where the rail line was not only the backbone of the economy of my Lloydminster, Alta. town, it was also the backbone of my imaginary voyages. The article brought back so many memories—from my first glimpse of the mountains to seeing the 40000 quarry when we moved from Lloydminster to Sydney, N.S., in 1964. It's my hope to someday take my daughters on the same trip.

Shawn Russell, Brooks, AB

As a special aficionado, I've been on several of the best-known trains in the world, including the Orient Express and the Blue



Train in South Africa. Just last month, my wife and I took the Rocky Mountaineer from Vancouver to Calgary and were in complete awe the whole trip. The scenery, the train, the service, the food, the experience—all amazing. We also take the train from Toronto to Montreal every June to see the Canadian Grand Prix. Via Rail needs to dramatically improve its service—the train is always late, the food and wines are poor, the service is so-so. They're sitting on a gold mine if they can only get their act together.

Peter J. Wong, Toronto

I thoroughly enjoyed your article on modern train travel. This got me thinking about family history when my father and uncle had their schooling on "wheels." Back in the '20s and '30s, school cars were dispatched up north to Banbury, Ont., by the CPR to educate the children of employees who resided in the trucks.

Mary Ann Wendt, Ontario

#### Professional pride

I am a police officer, a professional who takes pride in myself and the way I conduct myself on the job and off duty. For *Better Times*! ("You can't be serious" Aug. 26) to say that "most police" are

"scoundrels" would be the same as me saying most journalists are the type that crawl. Dana, The Princess of Wales's death, or most politicians are of the same caliber as Gerald Rivas.

Mark Roper, Andover, Mass.

#### Recognition overdue

I am pleasantly surprised to learn that the Canadian government has finally decided to acknowledge the efforts of the Canadian troops who fought at the Medak Pocket ("Twilight at the Medak Pocket," Military, Sept. 2). As a reservist attached to the 1st Parachute, Princess Patricia's Canadian Light Infantry during their 1993 tour of duty in Croatia, I had expected that the undeniable success of this action would have been heavily publicized. Instead, for political reasons, our government downplayed the whole affair. Although I did not participate in the battle, I am well acquainted with many who did. Without exception, I saw every one of them as far different men than the ones I knew prior to the battle. They did not come home looking for widespread public adulation. However, I believe that some recognition would have meant a great deal to them.

Eric W. Watkins, Oshawa, Ont.

#### Living in Lotus Land

"A sunny summer" (Environment, Aug. 26) only confirmed my belief in B.C.'s desirability within Canada. Here in Victoria, that summer has been far from sunny; it's been as beautiful as it is every summer—less of sunshine, blue skies and glassier temperatures. There's been no oppressive heat and humidity, no smog, no shroudstorms, no mosquitoes—and there's certainly been no snow or sub-zeroes to worry about. I hope that summer weather improves for the rest of Canada. In the meantime, I'll enjoy living (sunny) in paradise.

Steven Murray, Victoria

#### Education and income

Throughout Mary Jureg's column "The cost of college" (Aug. 26), the term "post-secondary education" is consistently equated with a university education. Today, the term post-secondary is more broadly defined to mean education at community colleges, technical schools,

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GROEP (in Quebec), private colleges and trades training as well as university education. It is absurd for the column to suggest that only Canadians with university education are the main contributors to the push for productivity improvement in our country. All post-secondary graduates contribute to productivity improvement.

Kath McEwen, Kingston, Ont.



My impression, based on having taught at five Canadian universities, is that the current norm in for Canadian students to finance their post-secondary education themselves. Unlike in the United States, where I went as a graduate student and where many parents take out second mortgages to pay their kids' college costs, the expectation here is that since most post-secondary students are legally adults, their parents aren't obliged to support them. So I'm bewildered by the government's RESP program and your enthusiastic support for it. Why should today's students be paying such high tuition and receiving such limited financial assistance to subsidize the educational savings of parents who can already afford to send kids \$2,000 a year for their children who won't be attending university for another 15 years?

David Mihovity, professor of humanities,  
Simon Fraser University, Burnaby, B.C.

#### On the defence

Peter C. Newman's interview with Defense Minister John McCallum, "Canada's critical choice" (Defence, Aug. 26), is right on the money. What are we prepared to pay for insurance for our country? Perhaps more importantly, if we are not prepared to pay, it is moral to send our young men and women into harm's way with outdated equipment and with our support?

Don Schepers, Sherwood Park, Alta.

#### Irreversible damage

The article and photos in "The flood of age" (Energy, Aug. 26) could not fully describe the damage, and the lost lives and cultural treasures, to central Europe this summer. The damage is estimated in billions of euros. It felt ashamed as a Canadian to learn that Canada sent \$50,000 as a help to the Czech Republic. The answer is sending no more and

microscale in comparison to help by other nations and international organizations.

He Yik Inouye, B.C.

#### Palestinian aid

If Anna Porter is sponsored by the Canada-Israeli Commission, why not writing as a lobbyist rather than as a journalist and should this not be indicated at the beginning of her article? Porter puts her objectivity in doubt by not even mentioning the comparable Palestinian death toll for the period of the second intifada. She should know full well that the death toll among Palestinian children is far higher than among Israelis.

Nicholas Newman, Montreal

#### And Nikes for all

In "Building a new nation" (Last Times, Aug. 27) on Canada's aid to East Timor, you have made the all-too-common mistake of measuring the quality of life of a so-called developing country in terms of net annual income, expressed in dollars. The populations of such countries with largely subsistence economies mostly produce their own food, build their own shelter and make their own clothing. I was especially appalled by the sentence about one East Timorese man: "He can't really say how much he earns in a year, but it's clear from his torn shirt and shoeless children there isn't a lot." For people in a country such as our own, homelessness may be a sign of poverty, but in many countries with a warm climate, shoes are never worn by children and often not by adults either. What does the writer want the world to do? Insure that people earn enough money to buy Nikes for all?

E.L. (Ted) Reid, Toronto, Ont.

#### Inspirational survivors

I wish to express my gratitude for the poignant and uplifting story of the young cancer survivors in Camp Oshagosa

("Profile in courage," Life, Aug. 26). I myself had been touched by cancer and found the children's inspirational and transcendent message to be moving. Cancer is no longer about death but about life, and this significance was conveyed convincingly by the wisdom of children who have never lost sight of how precious life is.

Daniel Rowley, Toronto

#### Use according to directions

"The killing fields" (Environment, Aug. 26) contains some very serious allegations. We think that the Canadian public, and parents of small children in particular, deserve to know the facts regarding pesticides. All pesticides used in Canada are registered by one of the most stringent regulatory systems in the world—Health Canada's Pest Management Regulatory Agency. When homeowners or farmers need to use pesticides they do so with the assurance that every product has been extensively tested for value, safety, and health and environmental impacts, especially on children and other vulnerable populations. More than 280 tests are undertaken to ensure the safety of human health and the environment, including comprehensive testing on non-target plants, beneficial insects, fish, birds, earthworms, bees, algae and countless other species. Furthermore, pesticides aid in the production of safe, affordable food supplies and protect our homes, gardens, schools, railway lands, forests and recreational properties from disease and damage each and every day.

Lorne Hepworth, President, CropLife Canada,  
Winifred Bates, Executive Director, Insect Pest  
Management Council of Canada, Toronto

The common notion that jellybugs, honeybees and the like are "useful insects" seems to imply that unless an animal or a plant is "useful" to humans, it is useless. In nature everything is useful because everything is connected to everything else. Despite our scientific advances, a great deal of the ecosystem is unknown to us. Destruction of any species produces a chain reaction that usually goes unnoticed by humans until it is almost too late to save that species.

William S. Skelton, professor emeritus  
of biology at Kitchener University, Kitchener

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## MACLEANSBEHINDTHESCENES



## HANDICAPPING THE RACES

These are heady days in the nation's capital. The announcement that Prime Minister Jean Chrétien will step down in February, 2004, coupled with the scheduled departures of Progressive Conservative party leader Joe Clark and New Democratic Party leader Alexa McDonough, means that three of Canada's five federal parties will change new leaders within the next 18 months.

That's an exciting prospect for Senior Writer Julian Beltrame of Maclean's Ottawa bureau. Beltrame (above), who wrote several profiles for this week's Leaders of Tomorrow cover story, is a self-confessed political junkie who says politics is "the only sporting event that has the power to truly affect people's lives."

Part of the process of selecting new leaders will be the development of new policy positions and a vision for the country's future, notes Beltrame. "As Canada's news magazine, it's our job to stay abreast of those developments and interpret them for Canadians."

The NDP and the Tories will try to make themselves more relevant by redefining what they stand for, he says. "They will also seek charismatic, credible leaders, hoping that a new face at the top will attract Canadian voters."

As for the Liberals, "they will hug the centre as if their lives depended on it. They have a surfeit of credible and acceptable leadership candidates, although Paul Martin should be a choice in if he can overcome jealousy."<sup>12</sup>

It should make for some great political theatre. And for those who question the relevance of politics in today's world, Berlusconi has this response: "Look at the difference between Canada and Argentina. It's our political institutions that have made us a great country!"

Julian Beltrame's reports from Ottawa will appear regularly in future issues of *Mosaic*'s.

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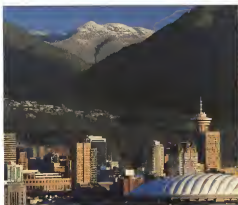
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## THEWEEK



### Olympics | For Vancouver-Whistler's 2010 bid team, the hard part begins

Officials working to secure the 2010 Winter Games for Vancouver-Whistler did their best to look earned last week when the International Olympic Committee unveiled their plans on its short list of four potential sites. But bid members weren't really surprised to survive the cut—and there's still a lot of work to do. Between now and next July 2, when the IOC will hold its deciding vote, the B.C. group must finalize its master plan for the Games and confirm its financing, including support from various government agencies. It must also commit to a construction schedule for additional arenas and athlete accommodations not already in place. "This next stage of the competition will be tougher," says Jack Poole, CEO of the bid group. "All the finalists will be working hard to win."

In its favour, the B.C. plan boasts excellent winter sports facilities and plenty of hotel capacity. And because the 2004 and 2008 Olympics are both in Europe, and China is hosting in 2008, a North American candidate makes sense for 2010. But before the IOC's evaluation committee arrives next spring, the bid group has to iron out its biggest weakness—the narrow Sea-to-Sky Highway from Vancouver to Whistler. It will take a remarkable engineering feat to widen the cliff-clinging sections of the 90-km highway or cut an entirely new route to the mountain resort, and that'll cost the province an estimated \$1 billion. Bid leaders say it must be done if they have any chance of getting the Games over Salzburg, Austria, Sochi, Switzerland and Pyeongchang, South Korea. They can only hope that taxpayers agree.

The estimated \$1 billion needed for highway upgrades will make Poole's job even tougher.

### ScoreCard

**A Jack Poole:** Head of Vancouver Olympic bid committee gets a shot on IOC short list for 2010 Games, but the downhill isn't just a reference to B.C.'s economy.



**A Elton John:** The 61-year-old singer's small-market venues in Kelowna, B.C., and Burnaby are only Canadian stops. Toronto got the gig, but at the bottom, it's for Elton, not love.

**T Robert Thelmer:** Two accidents and six deaths later, Fisheries Minister Robert Thelmer is under fire for his handling of the coast guard's search for the missing plane.

**A Pauline Martin:** The 61-year-old MP's second day in office was a tough one. She had to deal with a lot of criticism and a lot of work to do.

**A Filer:** It's a big day for the Filer family. The family is celebrating the 10th anniversary of the Filer family's business.

**T Public Health:** The public health system is facing a lot of challenges. The public health system is facing a lot of challenges.

"All of that money could have gone to finding missing women in the Downtown Eastside or something like that. It's awful when you think about it."

**FORMER B.C. PREMIER GLYN CLARK,** described week of corruption charges, on the estimated \$5-billion Vancouver 2010 sports megaproject the case

### Battling Kyoto?

As Jean Chrétien prepared to travel to the World Summit on Sustainable Development in Johannesburg, speculation centred on whether the PM would use the occasion of his Sept. 2 summit speech to announce that Canada will ratify the Kyoto accord on greenhouse gases. No, said Liberal MP Charles Caccia, chairman of the House environment committee and a member of Chrétien's Johannesburg entourage. But Caccia did say Canada will likely ratify the accord before the end of the year, after an ongoing consultation process has ended. Signing on to the accord would mean committing to reducing greenhouse gases to six per cent below 1990 levels by 2012. Alberta remains firmly opposed to the deal.

### Quick, hide the pencils

After trustees in the Toronto and Hamilton-Wentworth school boards failed to agree, it's up to the balanced budget required of them by law. Education Minister Elizabeth Wither won't announce that the province would take over the boards and appoint supervisors to do the job. Meanwhile, at the Ottawa board, which also didn't pass a balanced budget and where a supervisor was already appointed Aug. 28, 50 special education teachers were out. The three school boards are among the largest in Canada, and are responsible for over half a million students. They have been told to trim a combined total of \$138 million.

### Strir it up

Jacques Parizeau, former Parti Québécois premier and continuing butt under the PQ's saddle, weighed in on a story that is splitting sovereigntists. At issue is a tentative settlement included Premier Bernard Landry (re-elected in June with four-line minorities in northern Quebec, giving the narrow cash, land and limited autonomy). The deal will clear the way for development, but because it mentions the Constitution—which Quebec never signed on to—Parizeau argues that a future sovereign Quebec would be forever shackled to Canada. Finally, Ghislain Labelle, an MP with the federal Bloc Québécois, and Landry had bemoaned Quebec's debt then rejoined from the PQ in protest after being reelected.



### Tories | By praising Lord, McFrey passes the ammo

Bernard Lord for federal Tory leader? It certainly appeared to be a laying on of hands when the 59-year-old New Brunswick premier meeting a Tory heavyweight in Fredericton. They were attending a ceremony at St. Thomas University, naming a new building in honour of the former PM. McFrey said it would be wrong

for him to play favourites in the Tory leadership race, that he has made no secret of his admiration for Lord, and said that, in his opinion, the premier would make an excellent candidate. So far Lord, who came to power in 1995, has said he is committed to seeking a second term as New Brunswick's.

### Winnipeg tragedy

Winnipeg's native community was deeply shaken after an 11-year-old boy was found sexually assaulted and dying, in the middle of the day, at the busy downtown Aboriginial Centre. James Karl Isaac had apparently been lured to a basement storage area from a nearby public computer store, then raped and strangled. He died in hospital, shortly after a security guard stumbled upon him and his killer, who fled. Thomas McFrey, 23, was arrested the next day in a bus station parking lot in South St. Marie, Ont.

### Labeling GM food

Boxing genetically modified food is safe and does not require mandatory labeling, the Canadian Biotechnology Advisory Committee said in its report to the federal government. Instead, Canada should first develop a standard for labels, then allow voluntary labeling, followed in five years by a review of whether the practice works. The committee urged Ottawa to develop

an "accepted international standard" with its trading partners. It also cautioned, however, that it is "prudent" to study whether there are any long-term adverse effects associated with GM foods. Genetically modified products available in Canada include cheese, corn, soybeans, carrots, tomatoes, potatoes, tobacco, squash, onions, sugar beets and milk. The genetic alterations include herbicide, weed and insect resistance, increased yields, and enhanced shelf life.

### More Nortel hell

Some investors thought the worst was over at Nortel Networks Corp., but last week the beleaguered phone and fibre firm said it would lay off 7,000 more employees, bringing its payroll down to 33,000 from a high of around 88,000 in 2000. The Brampton, Ont.-based company, once the biggest bank of the Toronto Stock Exchange index with a stock worth \$124.50 at its highs, also said its third-quarter results would be worse than expected. A week earlier, the stock had risen by 50 per



Dr. Peter Dinkley, The National Geographic Society's Explorer-in-Residence, throws all his energy and enthusiasm into the most admirable of tasks, the protection of the underwater world. And it, today, she is awarded throughout the world for his efforts. It is also thanks to the tireless dedication of Dr. Peter Dinkley. A clear visionary and a pioneer in the field of marine biology, he develops the species that sustain the life of the oceans. Their combined passion for the world of the deep is still in helping to preserve its natural beauty. Peter Dinkley (Photograph)

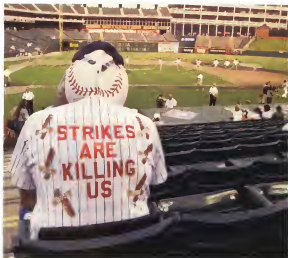


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### Baseball | Game-saving deal

It was going to be different this time. These, still leading from the effects of the last work stoppage in 1994-95, baseball fans were anxiously taking off that player and team owners were headed for another. So in hand-made signs in ballparks all over North America, the people who buy tickets sent a clear and neon-like message. Another strike, the signs said, and fans would turn their backs on the game they loved. And not come back.

For once, hard-headed owners and union-agency negotiators appear to have listened to the people who count. Having worked through the night and with only minutes before games would have to have been suspended last week, commissioners

Todd Selig and union chief Donald Fehr announced an accord that was reached, to the surprise of many, without one side or the other shutting down the game. Both sides would have been battered financially by a strike from the loss of salaries, on-discounted tickets, TV revenues and gate receipts. More worrying, a sport that has seen its fan base decline in recent years faced the prospect of further turning off its supporters. "It came down to us playing baseball, or having no spectators and life imposed by the fans," St. Louis pitcher Steve Kline said after the agreement was announced. "Baseball would have never been the same if we had walked out."

The last year deal is also precedent-setting, as that players, who have seen average annual salaries rise to US\$3.36

Fehr sent an instant message to baseball's winning factions. Players and owners got it.

million this season from \$31.541 in 1978, finally agreed to changes designed to slow that growth. Though there's no salary cap, as in other sports, the new contract imposes a punishing payroll tax to reel in the spending teams. The sides also agreed to a revenue sharing formula to bolster the budgets of small-market teams and ease the competitive imbalance that heavily favors rich franchises. And owners agreed to put off negotiating terms for five years, meaning that unless the league decides to move the franchise, Montreal will keep the Expos. "We can now," Selig said, "turn our complete attention to the field." Where it should be.



## 'DWARFS' DILEMMA

Is the race to replace Chretien over before it starts?

IT SHOULD HAVE BEEN a simple question for a man accustomed to the black art of political gamesmanship. What can the prime minister for Jean Chretien's throne do to give former finance minister Paul Martin a run for his money? But this seasoned Liberal party strategist seemed stumped. For a few uncomfortable seconds, the query was met with only the crackle of a failing cellphone. The question was repeated. "Oh, I heard you," came the reply at last. Still more phone static. "I'm still thinking," he offered with a sigh.

For those contenders often mentioned as possible candidates—the seven dwarfs, as they've been called—there's some hard thinking ahead. Chretien's long goodbye has given Finance Minister John Manley, Industry Minister Allan Rock, Heritage Minister Sheila Copps, Justice Minister Martin Cauchon, Human Resources Minister Herb Dhaliwal and former premier Frank McKenna and Brian Tobin of New Brunswick and Newfoundland, no shortage of time. But the mannaish guy they

most often presents them with a near impossible task. How daunting was made abominably clear by the findings of an EKOS Research Associates Inc. poll published last week that found 50 per cent of Canadians regarded Martin as the inevitable successor. At five per cent, Manley was the closest person, if being overall race zeros measured can be referred to as precise. Equally problematic for some of the hopefuls, particularly Copps and Rock—many voters think they would make a poor PM than a good one. "This is not a contest," said pollster Frank Corcoran. "It's a coronation."

The expectation in Liberal circles is that when the time comes, some "dwarfs" will simply fold their losing cards. Already, political insiders have told Manley that McKenna and Tobin will not enter the race for a variety of personal and political reasons. "They won't go so explicitly because it helps their private business interests to vacillate for awhile, but you can count them out," said one Liberal close to the Atlantic-area politicians, who are directors

in several corporations. Of the remainder, only Manley and Rock appear to have the shot within the party to give Martin and his massive machine any distress.

What to do? The first question is whether it's worth it, their aides concede. A leadership race is all-consuming, at times of energy, time away from family and money. In that sense, Chretien's decision to postpone his retirement in February 2004, given the strongest plucky of fate to test the waters. "Our best strategy now is for John to do his job well and be seen doing it," said a key Manley aide. "So that's what he's going to be doing." His last bid for little else. This week, he travels to Mexico for an APDSC finance ministers' conference, in mid-September, he'll be in Atlanta for a speech and to participate in the local Barry Fox run, and he'll spend the end of the month in Washington at the IMF-World Bank annual meetings. The budget-neutral coalition will eat up much of the rest of the autumn. Meanwhile, the Friends of John Manley, including Ontario lobbyist Herb Metcalfe, have begun putting in place the organization and collecting pledges. Chretien's offer to ministers against raising money is not being accepted as a ban on pro-salary sums—that would be needed for a campaign. "Only when we know where we stand, will John make the decision to run or not," said the aide. Similar clear-eyed calculations are being made by

admirers to Copps, Cashman and Chisholm, whom few view as serious contenders.

There's no such reluctance in the Block camp. The industry minister has been running full-out for almost as long as Martin, although not nearly as effectively. He spent much of last week in Quebec, making ministerial duties with glad-handing potential Liberal delegates. An aide says Rock still has plenty of work ahead in making his profile nationally and is eager to begin the task. Chisholm's long-ago cabinet ministers raising funds and opening regional offices isn't a major problem for now, but it soon will become quite serious, said the aide. Rock's team is currently playing asking other Martin rivals to form a united front and demand that the Prime Minister remove the shackles this fall. And the aide: "We're far behind, so we need to start raising money and hiring staffers."

Although weak, the situation is not hopeless for Martin's adversaries. Their chief advantage is the pulse of office. Not only does it aid with fundraising—once Chisholm renewed the restaurant—but they will be able to use the on-airity on cabinet business, take credit for initiatives and dispense favours and government largesse. Martin's foes must, again, also means he'll become the screaming board for the media on every government initiative, run action and scandal. He'll need to walk a more than line between supporting the government and denouncing how he, as prime minister, might have done better. "He'll finally have to take a stand," said one insider opposed to the former minister. "Martin's going one day telling everyone what he or she wants to hear."

So far, Martin has concentrated only two policy positions distinct from official government doctrine. He would be more aggressive in ending job-separation initiatives and he has proposed far-reaching measures to reform the way Parliament works by giving MPs greater say in the formation and passage of legislation. Those will begin to sound like a broken record over the course of the endless campaign. In essence, being in cabinet allows Martin opponents the cover of having to support government measures, a much no longer available to the backbench MP. The dynamic changed the moment Chisholm and Rock up," explained one Liberal strategist opposed to the Martin-era MP



A new poll indicates Martin is light-years ahead in the unofficial leadership campaign.

"Before it was Martin versus Chisholm, with Chisholm the best guy standing in the way of change. Now it will be about the change. Martin represents versus that of Markey or Rock or Copps."

Martin's rivals are also counting on age becoming a bigger factor as the 2004 election nears. The former finance minister will be 65 when Liberals choose their new leader. By contrast, Canadian Alliance leader Stephen Harper, at a relatively sprightly 44, could be his son. The Tories and NDP are also likely to thrust forward much younger standard-bearers. Perhaps more top of mind for delegates in 2004 is that given the weakness of the opposition, any credible Liberal leader will be focused on win a fourth majority for the party. So why not choose the next generation leader now, rather than risk facing the same predicament one term later when their leader for the future is pushing 70?

At this stage, all the calculations and strategies sound more like wishful thinking than reality in Martin's favour. Rick Anderson, a former Pearson-McMahon strategist who worked on Martin's 1990 campaign before switching allegiance, says the only way to beat Martin is to destroy him. "If it's a Markey of Quebec-style rules contest, where Markey and Rock say, 'This is where my opponent stands and here's where I stand,' it's over,"

he says. But there's a danger in going negative. Any candidate seen roughing up the Liberals' pre-emptive new leader, thereby helping the opposition in the next election, risks alienating the party's rank and file. Not to mention the candidate. "Every one has to ask himself, 'If Martin is going to be prime minister anyway, do I want to be in his cabinet?'" says Anderson.

For most, the answer remains yes. So going on the attack could be self-defeating. And ineffective, believes John Duffy, a Martin strategist and author of the newly published *Fight of Our Lives: Elections, Leadership, and the Making of Canada*. The facts, few long about overwin leadership races. While Duffy sees no direct Canadian parallel to the 16-month campaign Chisholm has endured, protracted presidential primary contests are the norm in the United States, where the dark horse myth persists. "But the record doesn't bear that out," says Duffy, reading off the names of primary-winning front-runners from Ronald Reagan to both George Bush Sr. and Jr., to Michael Dukakis. In Canadian federal politics, Pierre Trudeau was the nearest thing to a dark horse to win a party leadership—and that was 34 years ago. "There hasn't been a system devised to turn someone who's as far ahead as Martin is into a loser," Duffy adds. That may explain why strategists in the other camps are still thinking long and hard about how to answer the question that's on everyone's lips.



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Justice | BY KIM MACQUHEN



## FOLLY VERSUS CRIME

A B.C. judge says Glen Clark did not cross the line

The former NDP premier was refused to be found not guilty of criminal breach of trust

**IT WAS VINTAGE** Glen Clark. Moments before B.C. Supreme Court Justice William Bennett entered Government 55 in Vancouver last week, with his reputation, his finances and possibly his freedom hanging on her verdict, Clark rose from his seat beside his legal team and turned to the overflow audience. "I feel a speech coming on," he said with a grin.

Though the room erupted in laughter, no one was fooled. They needed only to look at the crime, punched face of Clark's wife Dale to see the stakes were enormous for the combative former NDP premier, and for his family. For three years he faced the prospect of being the first premier convicted of criminal breach of trust, as well as a charge that he received benefits from a funeral home he hoped would buy him a casino licence. The charges forced Clark's resignation as premier in August, 1999. After Bennett's exhaustive 131-page ruling acquitted him of both charges, Clark

made good on his promise, delivering to reporters a speech factoring between relief and frustration. "Today is a day for me and my family to celebrate and to be free of this awful that's been carrying us down," said Clark, 44, who now works as a manager at a sign company owned by Vancouver billionaire Jim Pattison.

Clark had faced up to five years in prison, and financial ruin. If convicted, he'd have had to pay legal bills estimated at \$1 million (the costs are now borne by the provincial taxpayer). While saying the charges should never have been laid, he conceded he was not better. To Clark, as he raised the possibility of a political agenda behind the RCMP investigation—a line of defence his lawyers filed in submission—and one the judge condemned as "unacceptable," the maximum police spent \$5 million on the investigation. "All of this money could have gone to finding missing women in the Downtown Eastside or

something like that," he said.

While Clark celebrated, his former neighbour, contractor Derris Pitterson, was convicted of six of nine charges against him. He provided false labour estimates by the judge to be worth \$1,650 while renovating a bedroom of the Clark's own Vancouver home, and helped build a deck on a family cabin near Port Mellon. Pitterson, who will be sentenced on Sept. 27, was also a partner in a mushroom company pursuing a lucrative casino licence. Bennett found no evidence that Clark influenced the bid, which Pitterson filed, but the friend Pitterson tried to gain an advantage from his relationship with the premier. "These things don't happen," he'd told his casino partners, "if you don't have pull."

That dim view of government proved his downfall. Clark, Bennett concluded, was guilty only of "poor judgment" in hiring a neighbour with shifty motives. There is a line in Canada's anti-corruption law, shared, between "folly" and crime. It ran through her courtroom last week between two former friends. □

MACLEAN'S

LEADERS  
OF TOMORROW

After a hot political summer, leadership is on many Canadian minds. But the return of 6.5 million kids to school and university is a reminder that the young are where the real future of the country lies. On these pages, Maclean's profiles a diverse group of Canadians under 30 who are already showing the talent it takes to get to the top. There are youthful achievers in the arts, sciences, technology, business, sport—not to mention politics. From sea to sea to sea, here are 25 people (including two brothers) who are starting to change our world.

## A MODEL MOOD: Ben Barry

Ask Ben Barry what he wants to do when he grows up and he responds: "How about running the Ben Barry Media Empire?" Why not? To call Barry an early bloomer is an understatement. At 20, he has only just completed his first year at the University of Toronto—with a 3.96 grade-point average (out of four)—majoring in management and political science. But he's already built himself into a successful entrepreneur. With two offices—in Ottawa, his hometown, and now in Toronto—Barry is a fashion industry phenomenon, with about 150 models of various sizes, shapes and ages under his wing.

Variety, bordering the proprietor's age, is what separates the Ben Barry Agency from the rest. Sure, he has the super-slim, eye-popping types posing down catwalks in Paris and New York. But he made his mark at 14 when a 16-year-old family friend complained she couldn't get any modelling jobs because she wasn't enough of an X-ray. Barry thought she was gorgeous, took her



## HOT ON THE TUBES

Eva Vertes

Eva Vertes was just 18 in 1995 when she read Richard Preston's *The Hot Zone*, the chilling non-fiction account of a deadly Ebola virus outbreak. The book's gory descriptions of how the viral hemorrhagic fever can cause patients to bleed from the mouth, eyes or ears made for an unsettling read, especially for a kid, but Vertes only wanted to know more. She was fascinated that healthy people could so easily be devastated by an invisible infectious agent, and wondered what could be done. "I believe that for every disease there's got to be a cure somewhere," she says emphatically. "It's just up to people to find these cures."

These days, Vertes, who lives in Dundas, Ont., is well on her way to finding remedies of her own. After *The Hot Zone*, she read every medical book she could get her hands on. She received science fees and, at 22, placed neuroscience at Hamilton's McMaster University with ideas for research projects. Dr. Michel Bevilacqua, a neurologist at Henderson General Hospital in Hamilton, became a mentor. Last May, Vertes, now 27, competed in the prestigious Intel International Science and Engineering Fair in Louisville, Ky. The budding neurologist presented lab results illustrating the chemical inhibition of brain-cell death in Alzheimer's patients. She took top prize in her category, receiving US\$5,000, a laptop, and a full scholarship to the University of Louisville.

Last month, the energetic, bubbly teen left for a year of university in Ohio. But, to learn more lab techniques, "Embodily's like, oh you must be in the lab 24 hours a day, but it's not like that," says Vertes. "Yes, it's a lot of time in the lab, but you've got to leave time for other stuff, or else you'll go mad." Spoken like a truly sane scientist—with a lifetime of discovery ahead of her.



photo and sent it to Ottawer magazine, which used her in a fashion spread. "I was looking at my friends having self-esteem problems because they weren't tall and this life all the models in the magazine and I thought, this is ridiculous," he says. "Why shouldn't people trying to sell a product use models ordinary people can relate to?"

Berry's short-term ambition, besides graduating, is to expand his agency into a global concern. He won't say how much money he's made—that's not interesting him, he claims. "My goal is to make a difference in life." Long-term goals? Well, there's the media empire, or maybe politics, or "I could even be a professor." There's one former 16-year-old Ottawer model who's not betting against him.



#### THE ACCIDENTAL ACTRESS

Kristin Kriuk

If Kristin Kriuk hid her school years to live over again—which she does, sort of—she might do things differently. Twenty-two years ago, she was impatiently counting the days before she could flee Vancouver's Eric Hamble Secondary School and enroll in university, where she played a cover girl. At the urging of her drama teacher, she auditioned and won the role of Laurel on the edgy CBC-TV high school series *Edgemont*. Then WVE, producers of the U.S. network hit *Awakeville*, came courting, and Kriuk landed the role of Lina Lung, high school cheerleader and love interest of Superboy Clark Kent.

At 15, Kriuk has yet to escape high school's gravitational pull. She's happily juggling two very different roles in Laurel and Lina in two distinct TV series. Granted, it's both are filmed in Vancouver, keeping her close to her parents, Peter Kriuk and Doreen Oke. Both landscape architects who are, respectively, of Dutch and Chinese descent. Their daughter, a self-confessed introvert, approached her accidental acting career with healthy ambivalence. Only to find it's taught her plenty she digs dearly to her "quiet, thoughtful and somewhat better and cynical side," but says she learned a new openness. "I don't think I've grown as much in adversity because I would have done the same thing I did in high school, which was just hide in my books and study."

Kriuk says her celebrity carries a responsibility. "We always wanted to make a difference. I knew it's charity and charity and everyone says that, but I really, really do." There are environmental and social causes she wants to champion. But not, she says firmly, "before I can meet my career with the knowledge behind it." For Kriuk, school's never out.

lands. After pursuing further studies, Robb hopes to work in some social justice capacity, most likely with a non-governmental organization. In the longer term, she does not rule out a return to farming. "For young people, it's getting tougher all the time to stay on the land," says Robb. "But it's a way of life that's definitely worth preserving."

#### ITCHING POWER

Adam Loewen

It's been a wild summer for 18-year-old Adam Loewen, but after years of staring down bunnies, the left-handed pitcher from Sherbrooke, Que., won't be thrown off his game. Instead of quickly signing an anticipated multi-million-dollar deal with the Baltimore Orioles, Loewen used a negotiating ultimatum to enjoy what is likely to be one of his last days as an amateur. He signed on as right fielder for Canada in the World Junior Baseball Championship in Sherbrooke, Que. It was his third year on the team. "Every chance I get," he says, "I come out and represent my country."

Loewen, just out of high school, was often fourth in June in the first round of Major League Baseball's draft—the high cut over showing by a Canadian. A second B.C. pitcher, Jeff Francis, a 22 year old lefty from the University of British Columbia, was picked fourth overall. Francis is now playing minor-league ball after agreeing to a US\$1.95 million signing bonus with the Colorado Rockies.

U.S. experts said Loewen was looking for \$4.2 million, the same as last year's No. 4 pick. "I definitely never even contemplated how much money I could be getting so it's a new area for me," he said. Negotiations were in the hands of advisers. "I like to keep things simple." But by late week, there was no deal, and Loewen looked out to start junior college in Florida while still talking with the Orioles—or waiting for the 2003 draft.

As for Sherbrooke, Loewen quite laconically had a blast. He was named best pitcher of the summer, pounding out an average of 7.37 batting average. He also earned to be his last Little League pick in Sherbrooke this summer, signing autographs and encouraging kids to stick with the game. "I just want to give back what I got from the sport," he says. "Baseball has opened it out to many things."



#### KEEPING THE SPIRIT

Simon Jackson

When Simon Jackson was 1, he watched a TV report about plans to develop an area of Alaska that is home to the Kuskokwim bear. Jackson, who'd just been knighted for a family trip to Yellowstone National Park in Wyoming, was moved. "I sat up a kilometre stand to read every for the World Wildlife Fund and wrote letters to President Bush and Prime Minister Mulroney," he says. "In five months later the bears were saved and even though I had little to do with it, the seed was planted in me that one person can make a difference."

Now 23, Jackson is still bent on working for change. In 1996, he founded the Spirit Bear Youth Coalition after finding out about B.C.'s near-extinct white Kermode bear (also known as the spirit bear). As director, he has watched the organization grow from a school letter-writing campaign into a five-million-member coalition spanning 10 countries. "It's one of the world's first youth-run environmental organizations," says Jackson, who has dealt with his share of apathy. "I was 13 when I started it and many parents, teachers and even my parents didn't think I would stick with it, I figured that if I didn't, I couldn't

complain if the bear became extinct."

Protecting the bear has become Jackson's life. With the support of many supportive celebrities—including conservationists Jane Goodall and pop star's the Backstreet Boys—he is currently working to protect a \$40,000-a-year wilderness conservancy on B.C.'s Central Coast. Even his decision to go to the University of Toronto was influenced by the spirit bear. "I felt it was a natural route," says Jackson, a second-year political science student. "I didn't think people in the field were connected enough to the issue and there needed to be a stronger presence."



## BOW BELLS

Devin Dwyer

Classical careers are rarely so stellar, so quickly. But Halifax-born cellist Devin Dwyer, just 24, has in the past 12 months graduated from the prestigious New England Conservatory of Music in Boston, signed a recording contract with the Sony Classical label—where she joins one of her heroes, superstar cellist Yo-Yo Ma—released her debut CD to rave reviews and performed at this year's Grammy

Awards with the pop band Train, for good measure, she spent the year playing a \$1-million Stradivarius cello built in 1688—she won the use of it for three years through a Canada Council competition. “It’s been unbelievable when I look back on the year,” she says. “There was no way I could have predicted any of it would happen.”

Young as she is, Dwyer has worked hard to hone her skills. Born into a musical family—both parents, an uncle and aunt, are professional

classical musicians—the actually picked up the violin first, at 4, then straddled the piano a year later before beginning cello lessons at 8. At 15 she was attending the Cleveland Institute of Music. Now, she’s set to headline at the Montreal Arts Centre in Ottawa and, next May, at Washington’s Kennedy Center. Not long after that, she’ll have to say farewell to the Strad. But look for Dwyer to continue making beautiful music on whatever instrument her bow touches.

## NORTHERN STAR

Sandra Orlak

Like many first-of-their-generation, Sandra Orlak, 28, lives a very different lifestyle from that of her parents and grandparents. They grew up in no-frills housing co-ops and spoke Yiddish; Orlak came of age in the modern, cosmopolitan of Poughkeepsie, as the northwestern tip of Raritan Island, and was schooled in English. Orlak, who now lives in Igualte, went on to be a concert worker and chair of Midgarit Quinlan, a commission set up two years ago by the Nunavut government to review traditional laws to bring them more into accord with native traditions and customs. She attends the Altking Law School in Igualte (associated with the University of Victoria), while also taking care of two children, 5 and 2.

History served up one of Orlak’s biggest career challenges. When federal bureaucrats first arrived onto the Far North in the middle of the 20th century, they found Inuit names unrecognizable. Residents were listed under identity tags which needed to be given by an individual number and home region rather than by name. Starting in the late 1980s, Ottawa launched a massive effort to reclaim the traditional names, but many were mis-spelled and dates of birth incorrectly recorded. That, in turn, made a difficult for many elders to get birth certificates, social security numbers and claim their rightful pensions. “Loss of Inuit don’t know their legal rights,” says Orlak. “That’s why I want to be a lawyer, to help them.”

## MAKING CLASSICAL COOL

Yannick Nézet-Séguin

This Montrealer was not a follower of the city’s classical music scene, but he had a definite opinion about Yannick Nézet-Séguin. “It’s not cool,” he said of the 32-year-old conductor and artistic director of the Orchestre Métropolitain du Grand Montréal, Montreal’s other symphony orchestra.

How cool? Cool enough to use puppets and multimedia presentations to attract young music. The Orchestre Métropolitain plays in high schools, parks and arenas all over town—on top of its regular Place des Arts concerts. Cool enough to wear lime-green mens-fitted epaulettes and



## DOING IT HIS WAY

Remy Sheard

These are heady times for Remy Sheard, the 24-year-old Winnipeg native whose casual debut CD, *The Way I Feel*, has garnered him glowing comparisons to singer-songwriters such as Steve Wonder and Marvin Gaye. Sheard spent five years writing the songs and laying down the tracks at his makeshift home studio. He also played all the instruments, among them guitar, bass, keyboards, drums and saxophone. Released by Universal Music Canada and the U.S. label Motown Records this spring, *The Way I Feel* has received heavy airplay in both countries, earning Sheard a spot on *The Tonight Show* with Jay Leno and an all-sports act for Sheryl Crow in a series of U.S. concert dates this summer.

Sheard, whose early influences were mainly black R & B and soul artists, is eager to explore other musical genres, including jazz, funk, new-wave, even psychedelia. “There’s so many tempos and textures I could go with,” he says. “A world of possibilities.” Sheard would also like to produce other artists and, ultimately, to own his own record label. “Hey, you only live once,” he laughs. And while he’s enjoying playing with the other five members of his band (drinking his late, Mule Watson, a former member of Sugar Jesus), don’t be surprised if Sheard continues to fly solo for his next CD. “I’m still an excited about having creative control,” he says. “That’s kind of what to keep it to myself.”

Starts with wide rainbow stripes. Cool enough to say “You can do your hair a different color every month and still be a respectable classical musician.”

Nézet-Séguin—energetic, exuberant and innovative—is one of Montreal’s best-kept secrets, but for long he will appear in guest conductors in Winnipeg.

Vancouver, Victoria and London, Ont., as well as in Mexico and Slovenia, Fla., in the coming season. But isn’t he a bit young for the job? “Yes, it is very young,” he says. “We like to think of conductors as serious old men, but the good ones have all started very young.”

Introducing new audiences to classical music, he says, does mean being humble to the 30 by 30 by Mozart et al.—at least much of the time. “We also play more demanding work, by Beethoven or Mahler. The difference is in how you present the music, how you give your audience a handle on it.” How, in other words, you lead.

## EYES DOWN EAST

Robert Gies

For someone who needs to understand the political landscape in Atlantic Canada, Robert Gies certainly comes from the right lineage. His father Joe, Prime Edward Lloyd’s Liberal promoter from 1966 through 1993, was a good enough orator and statesman to give his very province an historic amount of voice on the national stage. And Robert, 28, now Joe Clifford’s son and son-in-law in Atlantic Canada, grew up with a rugged ear to watch his father’s political prowess. After Gies Jr. died of colon cancer in 1996, Robert decided to put off his own degree at Bishop’s University in Lennoxville, Que., and use some of the world. But it was inevitable that politics would draw him back. After graduating, he met federal Heritage Minister Sheila Copps on the P.E.T. campaign trail in 1997 and scored a job as her special assistant for Atlantic Canada. He stayed for 15 months before moving to the private sector as the Bank of Nova Scotia’s manager for government affairs in Ottawa.

For the past year, though, he has returned the Atlantic dock for the Prime Minister’s Office. It’s a full-time job though they grow in 19 acres in the 2000-foot elevation. The Gies are still anxious to regain their traditional stronghold on the region. But Gies, who is single, isn’t ruling out following in his father’s footsteps. “Maybe someday if the opportunity becomes available,” he says about running in his home province. “It was the time for me yet. I needed more experience. Hopefully that’s what I’m gaining in Ottawa.”

## DANCING WITH WORDS

## Madeleine Thien

Maybe it is possible to write like a dancer. Madeleine Thien thinks so. "There's so much expression through the body that you have to telegraph what's going on, but to sparely to you can," says the 35-year-old Vancouverite, the daughter of Malaysian-Chinese immigrants. "A lot of people say my writing's like that." The acclaimed author knows what she's talking about. Thien had a dance major and financial support at Simon Fraser University before she abandoned both for the University of British Columbia and its creative writing department. "As a kid I wanted to be a dancer and a writer, but it was pretty clear I wasn't going anywhere as a dancer."

Wise move. The short stories that make up Thien's debut book, *Simple Rules*, received over 60 critical last year. Picked for their remark-

able maturity and, yes, spare perfection, the stories landed her on everyone's list of up-and-comers. They also brought her what she calls a "madam" advance from publisher McClelland & Stewart for a much anticipated novel. That's a considerable burden of expectation to put on a first-time novelist, but Thien shows no signs of being weighed down by it.

She and companion William Atkins plan to live in the Netherlands this winter, until Willem, a Dutch citizen, finishes his PhD in engineering. Then, they hope, it's on to Paris. Those Thien, who feels "very Canadian" unless she's abroad, will get down to the hard slog of rewriting her novel, right now her book, set in East Malaysia during the Second World War, is a contemporary Vancouver, a still at that pointy-out, "liberated" state, she says. "It still feels like endless possibilities, like it could go in any direction." Just like her career.

## STAGES OF LIFE

## Darren Atkins

He was a slow starter—behind the wheel. Darren Atkins picked up a learner's permit at 18, then let eight years pass before he took a driving test. But the 27-year-old Edmontonian has moved with remarkable speed into the front ranks of Canadian theatre. Last summer—two days before an examiner grudgingly granted him a driver's license—Atkins' Good Mother premiered at Stratford, making him the youngest playwright ever produced at the renowned festival. The pregnant drama, his second script, also won a \$25,000 creative writing award from the University of British Columbia.

A veteran performer, Atkins made his stage debut at 15, as an elf in *The Mikado* at a drama camp. Over the next two decades, the charity, expensive odd thespian went on to accumulate an enviable string of stage, film and television credits. Now in his fourth year at Stratford, Atkins has trod the boards of the country's finest theatre, in amazingly diverse roles. From Oric in *Hamlet* to Godolphin and, most recently, a lecherous 14-year-old hooker in the provocative *Shopping and F—ing*.

But as *Adam's* crew, vehicle, the semi-autobiographical film *Chatterbox*—a semi-show about a gay teen's first date, written and performed at Edmonton's Fringe Festival in 1995—this propelled his career. His latest work, the award-winning *Real Love Girl*, a one-man musical that pro-

moted in Toronto last December, only adds to the momentum. Atkins is clearly going places, though not necessarily by car. "I find driving maddening," he says.

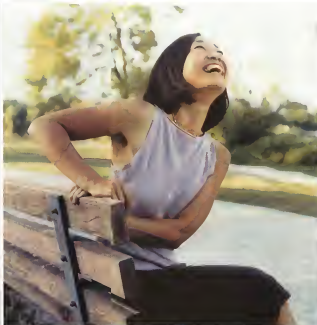
## LAZZED UP ABOUT ISSUES

## Alison Laa

Sky the words "public policy" was a conversation with any gathering of young people and you might expect wifed yawns. But then you wouldn't be talking to Alison Laa's crowd. A political studies graduate from Queen's University, 27-year-old Laa works tirelessly—and effectively—to get her peers, as she puts it, "jazzed up about public service."

Her vehicle? Canada25, a non-profit organization that she and five friends launched two years ago to act as a voice to 20- to 35-year-old Canadians: a voice in the country's affairs. Hoping to attract a few dozen candidates for a forum on the brain drain, the group was shocked when it ended up vetting more than 200 applicants. Since then, says Laa, "we've been swamped with calls from Canadians living all around the world." It turns out, she adds, "we were right. Young people have a passion for public life, even if very few want to get involved in the civil service or a political party." Canada25 provided input on the brain drain for the federal government's Innovation Strategy. More recently, the group has turned its attention to crime.

Laa left her management consulting



job with McKinsey & Co. to devote herself full-time to Canada25. But with the organization on a firm footing now, she is stepping back to fall to study at Harvard's Kennedy School for Government. Eventually, though, says the St. Catharines, Ont., native, she expects to end up "in public service somewhere." Expect her part to be well-organized.

## EVAN ANDERSON TAKES CHARGE

## Adrien Bly

Stencilled on the white walls of the high-ceilinged newsroom of *Sed*, in its "world headquarters" in Old Montreal, is a reminder for editors that blubs and captions in the magazine should be "sassy, edgy, youthful, sexy, colorful, career and entertaining." That pretty

much sums up the style of Adrien Bly's creation, but maybe not its substance.

Launched last year to critical praise and now selling 150,000 copies in over 15 countries, *Sed* looks like many of the other modern glosses that seem to hatch overnight on newsstands. But there are no Marnie-style half-naked models, but cars or glowing gadgets here. Instead, the

collectibles are scientists. "Seed is the first magazine that intersects so much with popular culture," says Bly. Its founder and editor-in-chief. "Science has changed, but the other science magazines have not. They're still about dinosaurs, molecules, or fuzzy hand goals in lab coats."

All of 21, McCreed born Bly was able to line up private investors he describes as "high-net-worth Canadians in the fields of publishing, science and finance," attract specialist advertisers, and publish some contributors such as Nobel laureate James Watson and Pulitzer Prize winner J. D. Diamond. The magazine, which also has offices in New York and London, should reach profitability within three years, according to Bly. He's convinced he's caught a defining trend for a generation. "Our readers are not so much interested in science as in the place of science in popular culture," he says. "They are young professionals and they are interacting with science in their daily lives."

## POP OF THE CLASS

## Amy Awad

Amy Awad cuts an imposing figure on the University of Ottawa campus. And not just because the 22-year-old Canadian Muslim two years ago adopted the traditional female dress of her religion—the wear is long, thin, long sleeves and keeps her hair covered. What really sets her apart are her achievements. This spring she graduated in software engineering, earning the Governor General's Academic Medal for having the highest average. In 1999, she was one of two Canadian students to be named a League of Women Scholars for academic achievement and community involvement, which included her volunteer work at the Ottawa Cove Hospital.

With such a pedigree, one would expect the Lachine, Que., native to be preparing for a job in high-tech, or thinking of starting her own company. "It would be something I would be good at," she says. "But in the end, it's all about making money." And that's not enough, she says. Instead, she has decided to enroll in law school. She now involves herself in various humanitarian or running a human rights organization. As for identifying herself as a Muslim, post Sept. 11, Awad says she's experienced no direct backlash, especially

after she takes the time to explain the true nature of Islam. The top student, it seems, is also a class teacher.

#### PUTTING IT ON THE LINE

##### Marc Kaufberger

At 15, Marc Kaufberger killed an aspiration shared by many politically minded Canadian kids: he became a page in the House of Commons. At the time, he says, "I thought I was at the height of what I could accomplish." But that sentiment was short-lived. Following the 1993 Ottawa election, Kaufberger spent seven months in Thailand teaching English and working with AIDS patients. Being there—watching people die, and seeing sights and nine-year-old drug runners—totally changed his ideas about leadership, he says. "In Thailand, I learned that leadership meant putting your neck on the line for something and not having to compromise like you do in the political arena."

That is the lesson the intense Toronto native brought to the now-famous children's rights organization he younger brother Craig established in 1996. Marc joined as soon as he returned from Thailand. Since then, Free the Children International has helped set up 169 primary schools in poorer nations and shipped 100,000 educational and health kits to children in troubled lands.

A Rhodes Scholar who holds a freshly earned Oxford law degree and will return this fall for an MBA, Kaufberger, 25, splits his time away from school between volunteer commitments and operating a youth leadership organization that does both paid consulting and nonprofit work. Over the next few years, he hopes to apply his business skills to Free the Children and revive Tale Acheh, a guide on social activism for young people that he and Craig co-authored. As for the long term, the former Commons page is less sure. "Life," he says from experience, "takes so many turns."

#### PHENOM ON THE FIELD

##### Kara Lang

Kara Lang isn't easily unseated. One reason might be that the 15-year-old soccer phenom was once a middle linebacker. "I played tackle football against boys when I was 7 and 8," says Lang, a

#### INNOVATORS IN CONTROL

##### Vinay (left) and Veer Gidewani

Talk about a wild kid: Vinay Gidewani was 19 when he first put fingers to keyboard. Within three years, he had designed and sold his first software product. While attending high school in Edmonton, Gidewani created a classroom management package that was later sold to schools as far afield as Saudi Arabia. Shortly after graduating in 1995, he came up with CD-Live, a beta disk product that lets software manufacturers provide technical support to individual users via the internet while those users continue to perform other functions. The technology has since been adopted by such blue-chip clients as Hewlett-Packard, IBM Corp. and a 100 U.S. bank. And it has spawned a Calgary-based company, Control-It, co-founded by Vinay and his brother Veer, 22, who is chief executive officer. It now employs 35 people.

member of Canada's Under-19 soccer club and the Women's National Team. "I'm a very physical and aggressive player and I don't fear getting hurt. Hitting an older brother and playing in boys' leagues while I was growing up really helped me."

Few can argue with Lang's skills. She was one of Canada's top goal scorers in the Under-19 World Championships in Indonesia last month. In March, she five-foot-nine striker made history when she became the youngest female player in the world to don a national team soccer jersey. To top it all off, the Oakville, Ont., native is also the youngest woman to score in international play. Her goal against Wales at the Algarve Cup last year earned her past American soccer legend Mia Hamm, who achieved the feat at 18. "It makes me laugh when people compare us," says Lang. "She's was a World Cup, it's an incredible player and has done so much for women's soccer. I have so much to improve, still just hope I can do as much for the game in Canada as she has in the States."

Lang has shown no signs of backing under the pressure of international play. "The only pressure I feel is the pressure I put on myself," she says. "Playing with older players is not really an issue because I've done it a lot." The Grade 11 student, who has endured a razor while at the national team's training camp in Victoria this month, hopes one day to compete in the Olympics and play in the Women's

World Cup.

This spring, Vinay was named one of the world's top 100 young innovators by Technology Review, published by the prestigious Massachusetts Institute of Technology. All nominees were under the age of 20. Gidewani, now 21, was the second-youngest person on the list. So what does it pay like this for a second-year? For the time being, none of the same. The brothers are cheerful workaholics. "I've found something that I enjoy intensely," says Vinay. "But kind of work doesn't drain you, it fuels you to get up each morning and do more." His only other hobby is motorcycling, a recreation he intends to pursue despite a recent accident that left him temporarily unconscious. "I spent all my time either at the office or on the road exploring Alberta," allows Gidewani. He says it with a boyish grin.

Pre-legend in the U.S. Eventually, she hopes to get involved in opera broadcasting. For now, she's happy keeping defend on their toes.

#### AN ENTREPRENEUR AT HEART

##### Sammy Duncan

Sammy Duncan has always had a knack for numbers. Growing up in the far northern Quebec town of Repulse, he was an enthusiastic member of a youth group that raised money for kids by hosting dances and sometimes movies. Now, at 29, Duncan has made a name for himself in his home town—and beyond. His entrepreneurial rise began in earnest 10 years ago, when he bought an old, beat-up vending machine. "People thought I was crazy," says Duncan. "They said people can just walk on the corner and pick up a pop. Well, today I've got 17 machines in the community." And much more.

Hardly played a pivotal role in his life. Duncan's hard-working mother Mary set an important example, raising three boys while working as a cleaner at the local airport, a job she's held for close to 10 years. His grandmother Anne Duncan, a determined woman, instilled Sammy's never-give-up. It all paid off. At 21, he launched Nuvadev Communications Inc., a satellite cable TV operation that continues to build its own diverse compensation from satellite TV. He also owns and runs a business and office in Repulse, took the post office, and owns the only out-let



in town, which he loans to a local business. Duncan, whose mother is Irish and whose father was white, is also giving of his time. He's been a community councillor for seven years, and sits on the board of the Aboriginal Peoples Television Network and of the regional radio service, Department Nipigon Inc. In 1996, Duncan,

who makes a point of not driving or smoking, was fired as a national native role model by then governor General Roméo LeBlanc in Ottawa. But Duncan reminds young people that he's far from perfect, and that it's his drive that gets him this far. "I'm not special," he says. "I just follow my heart and keep going."

#### FIGHTING FOR THE RIGHT

##### Danielle LaBrosse

Danielle LaBrosse turned 26 this summer but her courtroom wins make her feel a veteran of the political war. She craves her Wharfing family's Conservative roots and domestic debate with fueling a passion for social policy and pro-

row. The result is a career that's already taken her into the political backrooms of Ottawa and three provinces. "If you want to effect change," she says from Victoria, where she is an executive assistant to Advanced Education Minister Shirley Bond, "you've got your hands dirty, roll up your sleeves and get involved."

She worked at Progressive Conservative headquarters in Ottawa while a political science student at Carleton University, and landed a job in the rear office of then leader Jean Charest, one of her political heroes. She also worked on campaigns for former Manitoba premier Gary Filmon, toured the country during Brian Mulroney's failed 1998 bid for the federal Conservative leadership, and held positions with the Conservative government of former Ontario premier Mike Harris. "For someone right out of school there aren't many other jobs where your work every day has such an impact," LaBoucree says.

She was attracted to Victoria by the Liberal government's "steep-as-a-mountain-for-change," and by Premier Gordon Campbell's often controversial determination to reduce the role of government. It's a "libertarian" philosophy she shares, and one she hopes ultimately to put before the voters in a candidate. "If you're not satisfied with the status quo," she says, "do something about it."



ALL CONSTRUCTIVE THINGS

Laure Waridel

The idea of fair trade intrigued revisionist and social activist Laure Waridel. She was inspired by the idea of peasant farmers risking themselves of exploitative middlemen to better their lives, but something nagged at her. "I was a bit skeptical," says Waridel, "and asked myself whether fair trade simply soothed the consumer's conscience, or does it really make a difference." So, in 1996, Waridel spent two months in Mexico, observing a coffee-grower cooperative that rated considerably the standards of living of its members. Based on that experience, she wrote *Coffee with a Cause*, which sold more than 4,000 copies. "Fair trade lent a question of charity," says Waridel, 29, "but really one of justice."

Born in Vienna, Switzerland, Waridel arrived in rural Quebec at age two with parents who started a dairy farm. Now in Montreal, Waridel and her first child with filmmaker Hugo Lapointe, whom she met during a demonstration against the World Trade Organization in Seattle in 1999, are among strong fair-trade advocates. She co-edited the group's quarterly in the early '90s. Today, in 2,486 member workshops ecological and socially responsible change. She has written two more books, about earth-friendly shopping and, again, the coffee trade. And recently, she was a commentator in French-language radio Canada. "Consumers have much responsibility," says Waridel, "than we allow ourselves to believe."

Elected from the Manitoba Institute of Cell Biology gave a talk to Turk's class last year, the student asked Waridel for ideas. The response led Turk to take two weeks off school in February to do the lab work required to study three genes that regulate eye development in mice. He won an

to win top science fair prizes at the divisional, provincial and national levels. Turk spent the summer in Waridel's lab, expanding on research that could one day lead to treatment in humans with eye disease. He also took his \$3,000 prize money, most of it from Genome Canada, and bought a motor scooter even though he's still too young to drive. Turk likes to stay ahead of the curve.

#### A HEALTHY AUDACITY

David Grutaz

It never occurred to David Grutaz that he was displaying considerable hubris in thinking he held the prescription for Canada's health care woes. It occurred to everyone else, though. Grutaz, now 28, was in his second year of medical school at the University of Manitoba when he began writing a book on how to fix health care. He couldn't get anyone stressed. Even after he'd completed the book, rejection letters kept piling up. "I didn't have any doubts about my ability to figure out what was wrong with the system," he says. "I had doubts about my ability to get taken seriously."

Everybody is taking Grutaz seriously now. His book, *Code Blue: Reviving Canadian Health Care Systems*, published in 1999, won the \$25,000 Donnan Prize for best Canadian public policy book and is now in its fifth printing. Still doing residency-work on pediatrics at the University of Toronto, Grutaz is a sought-after expert on health policy both in Canada and the U.S. In 2000, he won the U.S.-based Felix A. Morley Journalism Competition for his essay, the first Canadian to receive the award. He has a second book out this year, *Minor Medicine: Reframing Canadian Health Care*, a compilation of essays he edited.

Grutaz, who believes governments are incapable of managing health care, doesn't hold out much faith in the Roy Rockwood commission coming up with the right answers to Canada's crisis. He predicts it will recommend more money, but basically leave the fatally flawed system in place. It's also a safe bet that Grutaz will be heard from again. □

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Perpetual Spirit



## RUMOURS OF WAR

The slowdown is getting slower as the Iraq factor pushes up the price of oil

**ALTHOUGH** Sen. Tom Bliley for Alan Greenspan won't admit it, the U.S. economic recovery from last December seems to have gone from bumper-to-bumper to superaggravation cloth without pausing in mildness or ease. Yet, that can happen: there is a very rare human disease, called ergotism, in which the afflicted die of the very relief of age by the time they reach their early years.

There are pockets of youthful vigour. Consumers are going into debt so fast that the army might assume the east wing is booming. Red Dawn reports, for example, that home equity loans (a.k.a. second mortgages) have grown in the last three months at a 55 per cent annualized rate. New automobiles continue to sell briskly, as consumers snap up those three-, four- and even five-year drive financing deals. (Those who cite the sales strength as proof that the American love affair with the automobile has not ended may be securing the data while Americans love about almost all the cheap credit, freely available. The updated Durand Index of independence asserts that all Americans have an absolute right to the Good Life and liberal credit for the pursuit of happiness.)

One problem is that so much of that hot money goes to buy foreign-made goods. America's trade deficit continues to exceed \$100 billion a day. (When the U.S. economy was booming, most economists worried so that the trade deficit was proof of American strength, now that the economic pulse rate is that of a hibernating frog, the economists are out of explanations. What is undeniable is that U.S. consumers are becoming heavily to buy foreign-made goods—hardly a recipe for economic boom.)

Derivatives blame the Bush tax cuts for the slowdown, alleging that the federal deficit has driven up interest rates, straining the economy. But be it from rise to price food deficits, but I believe most

noting that U.S. rates for short-term borrowing, home mortgages and 30-year treasury bonds are at or near their lowest levels in 40 years.

More recent blame the stock market. Not only has it regained \$6 trillion or so of value in American stocks, but it has exposed the sunny, stock option-driven side of Big Business, leading Americans' faith in the system. (Some really do discover any that business' loss of legitimacy is just part of a bigger decline in confidence in major U.S. institutions, including the FBI, the CIA, Major League Baseball and the Catholic Church.)

I agree that the bursting of the technology bubble caused the recession and most of the problems of the stock market. I also agree that any fall on that scale has profound impact on the economy. This wasn't a great rise falling in a routine event.

What makes a bad situation worse is the continuation of high oil prices. Apart from a brief pullback to US\$24 a barrel in June, crude oil has been trading between \$27 and \$30. Given the flawed global economy, crude should be trading close to \$10. The difference, everyone agrees, is the Iraq government oil buyers' fear of war every day, and they stock up in case an invasion disrupts supplies from other producers in the region.

That would be the case if Saddam, saying he was doomed, were to unleash some of his reputed weapons of mass destruction on either of states in an Arab Gulf. Unfortunately, loss of Iraq's oil production would not be significant for

world oil prices. Iraq exports about 1.5 million barrels a day, while the Saudis alone promised to make up instantly if war stops supplies of Saddamite. No other producing country is threatening a boycott of Iraq's oil.

A \$2 increase in oil prices cuts the world's consumers roughly US\$28.5 billion annually, with American users paying about \$6.5 billion of that. So the current spread of around \$7 amounts to a "tax" of roughly \$45 billion on U.S. consumers. That's painful.

What makes the energy situation so concerning for the country at large is that natural gas prices are now rising sharply as well, up to US\$3.50 per thousand cubic feet from \$2.89 in early August. Gas prices are supposed to be weak next winter because we're a long way from heating season and there are near-record supplies in the pipeline. However, the effect of a lengthy period of cheap gas prices on U.S. drilling has been predictable: the rig count is down by more than one-third from its same time last year, which means production will soon be falling sharply. Because of the 39 per cent annual rise of decline in the top fifth of existing U.S. wells, the industry needs to drill furiously just to keep production constant. (Potential good news: if an ill Bear is confirmed, then, according to the Chicago Tribune, there is a 74 per cent chance of another warmer investor will enter in the upper Midwest, which would hold down gas prices.)

High energy prices would not, of themselves, be a serious problem if the rest of the economy were enjoying high energy. But that COBSE case comes in a rough time for the U.S. and global economies. Corporations continue to cut back on both workers and capital spending, so the economy has an over-dependence on consumers who have an over-dependence on debt, and who drive SUVs with an over-dependence on gasoline.

The only fast-growing category of the U.S. economy is the military. Getting up for Saddam in September, if the U.S. takes out Saddam quickly and surgically, oil prices will plummet.

Root for Rumsfeld!

Donald Cox is publisher of Heart's Investment Management in Chicago and of Toronto-based Juvicard Investment Services. His column appears every week. [donco@comcast.net](mailto:donco@comcast.net)

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## ONE TOUGH MOTHER

Jean Chrétien went too far when he tried to implement One Man Rule

AS THE DAY of Jean Chrétien's forced resignation arrives, it is becoming clear that what brought him down was not Paul Martin's ineptitude, but Chrétien's own disregard of prime ministerial power. The near decade he has spent in office is characterized by his rude attempts to shove the country from One Party Rule (which according to the Liberals' constitution is their divine right) to One Man Rule. And that, even the most loyal Liberals could no longer stomach.

He was one tough mother, unlike or unwilling to demonstrate grace under pressure, or under anything else. He showed his parliamentary career like a unruly teenage record of the source of his power, and it was Martin's recognition of the difference that allowed him to steer the party away from its leader.

Under Chrétien, the PMO became not just action central but a kangaroo court. Every decision that counted was made in his office. Personal appointments required only one qualification: blood each loyalty to his boss. Being a faithful Liberal was no longer enough.

Trying to earn up the Chrétien decade is difficult because apart from the Clergy Bill and wiping out the deficit, he leaves behind little memorable legislation and not a single memorable phrase, sentence or thought. Though he won three majorities, he did almost nothing with them except to elect his desk of the pearly daily associates of high office. Popular in circles can be revolutionary instruments, not only because of the political clout they bestow on the women but for the outrageous policies and brave actions they can inspire.

Chrétien's reputation of original thought was limited to the audacious notion that he was qualified to be prime minister of Canada. This outrageous idea took without any rational concerns in his personal character, expanded view of the country, or modification of his

automatic operational code.

His greatest boast, that he won three general elections, is dubious at best. He did win three majorities, but not because he was Jean Chrétien. It was precisely because he wasn't. Ryle Campbell (1993), Preston Manning (1997), or Stephen Harper (2000) did he won each election. During his time in office no acceptable alternatives appeared in the wings except for Paul Martin, whose tolerating of the budget turned out to be the government's major accomplishment. The fact that the finance minister decisively reversed most of the credit handed him into the PM's remains.

Prime ministers ought to be judged not by what they do day to day, but by their greatest moments. Two such moments stand out during the Chrétien years. The first was the 1995 cliff-edge referendum defeat, in which that 27,000-vote margin was the other way would have reelected Premier Jacques Fournier's dream of an independent Quebec. Afterwards, according to witnesses, Chrétien broke down before his caucus instead of trying to rally the nation. The second moment, of course, was 9/11, and not an evocative word or gesture survived from his reactions to that epochally tragic event.

One explanation may be that Chrétien throughout his reign has suffered from a bad case of Dennis Joadine syndrome (he was the Calgary socialist who in 1995 shot his estranged husband in front with a 35 calibre semi-automatic, but got off an attempted murder charge because the

jury bought the argument that she had been using "a robotic mode" that rendered her acts involuntary.) The mood of infinite pre-ordained characterizes most of Chrétien's initiatives, and it is entirely in character that his only (because the expression) concrete legacy will most likely be a book titled *From Canada's Right Way*. (Admittedly, "Right way, it's the right race. The Jean Chrétien tonight" does have a certain ring to it.)

Even with the Clergy Bill, which presents Quebec's unilateral secession, there is considerable irony in the fact that Jean Chrétien sponsored anything having to do with clergy. It was virtually impossible to follow his train of thought. He turned socialism into an art form, and it served him well. How do you attack a politician when you're never sure of what he said?

What made Jean Chrétien so unworkable, until now, was that he seemed to truly feel comfortable in his skin and had the knack of connecting with ordinary Canadians, who believed that he was one of them. By the time he came to power in 1993, Canadian politics had long been a blood sport, dating all the way back to the Jeffersonian-Pearson Road of the 1960s, the Trudeau Revolution of the 1970s and the turbulent Mulroney decade that followed. Voters had grown tired of politicians threatening, playing off voters and other classes of their constitutional wet dreams were rejected. For a generation, Canada appeared to be run for the benefit of blow-dried Central Canadian elites and their self-serving Premier agendas.

Jean Chrétien's election to the prime ministership injected into this suffragette environment a useful mood of genuine summer doldrums. Here was a guy who was allergic to victory politics, and never confirmed the public with problems, challenges or bad news. He not only understood but shared the battle spirit of most Canadians with a world that was changing faster than their comprehension.

These parlous times require a political leader be more articulate, flexible and smiling. Someone who will make us look back at the Chrétien years as a wiser and a troubling memory.

Peter C. Newman is a columnist appearing monthly at [www.msnbc.com/columnists](http://www.msnbc.com/columnists).

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## HEDGING OUR BETS

A Maclean's-L'actualité poll finds that while we value sovereignty, we could live with less

**LOOK CLOSELY** at your neighbours today, my fellow Canadians. There are disbelievers among us. In fact, according to a CROP poll for Maclean's and its sister publication L'actualité in Quebec, only 30 per cent of Canadians are certain we will have an independent country 25 years from now. That means two out of every three people lining up for their Tim Hortons this morning are hedging their bets, pretty well right across the land. Who would have thought such an iconic, well-behaved nation, reveling as it is right now as the richest of the world, would see itself balancing so precariously on the knife-edge of history?

Thus, when you add in the, oh yeah, there will probably be an independent Canada in 2027, the level of affirmation rises to 72 per cent—noticeably higher in the Maritimes, lower in Quebec. Well, can you imagine a similar proportion of Germans or Brits or Japanese with such

low confidence in their national existence? Are we Canadians suddenly in the vanguard of those countries eager for international amalgamation? Or is what's being measured here simply another take on our crabbed cretins' fixation, that means perhaps from living in the shadow of the giant empire to the south?

Consider the American greenback. Fully 63 per cent of Canadians are against the adoption of the American dollar, most of them very strongly opposed (yet 70 per cent of respondents seem reconciled to the notion that the U.S. dollar will be Canada's primary currency within 30 years). The same with the loonie, that other great symbol of sovereignty. There is no appetite to ease it. And not much stomach either for North American integration along the lines of the European Union (59 per cent say, no thanks).

Yet a surprising 54 per cent of Canadians—the figure is higher in Quebec—are

open to the novel idea of a continental parliament with the U.S. and Mexico, at least for such common concerns as the environment or security. The response is a little contradictory, acknowledges CROP vice-president Claude Gauthier. "But what people seem to be looking for here is a kind of counterweight," he adds. "Canada alone against the United States, that's dangerous. But if we can rope each other in, be the intermediary, we have a better chance of survival."

Respondents were not asked to consider the full powers of such an international parliament. But the population advantages of our southern neighbours—281 million Americans and 97 million Mexicans versus 31 million Canadians—means we would have the electoral clout of an Atlantic Canada. That can always be offset, of course, by adopting the Triple E scheme. And maybe that is our wisest attempt at hedging such a notion: to wait a decade or so of constitutional wrangling on our southern neighbours, in resolution perhaps for the subword border dispute or other misadventures.

Another surprise in this national sounding of how Canadians feel about their own sovereignty: 22 per cent say they actually think about it a great deal, 35 per cent say, well, somewhat. And, of course, all this has to be seen in the aftermath of Sept. 11. This CROP poll of 1,003 Canadians was taken mostly in June, when attitudes toward the terrorist attacks had begun to settle. In December, Maclean's published a much larger survey taking the Canadian pulse on the emerging war against terrorism and the bilateral relationship with the U.S. A different pollster, different questions. Still, certain broad strokes can be discerned.

At year-end, Canadians seemed more willing to trade off individual freedoms—fingerprinting and personal record-keeping, for example—but not so much the keys to the kingdom. Maintaining control over national defence, an independent foreign policy, and our health system were all important manifestations of Canada's independence. Today, large elements of that still survive. But there is flexibility, too, just below the surface.

About 60 per cent of Canadians would like to see a unified North American railway corridor, a common security

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Speak to your physician about treatment today.



perimeter with harmonized immigration policies, and easier border crossing even if it means handing over more information about Canadian citizens to American authorities. At the same time, controlling some of the traditional levers of sovereignty seems to be up for negotiation.

Canadians feel very strongly that to be a nation you have to control your own natural resources, health care and social security systems. Large numbers also want domestic control over the economy and immigration. But only modest majorities feel an independent foreign policy and regulation policies among regions are key ingredients of sovereignty, while less than 50 per cent feel it is very important to protect the arts, culture, media and TV. "It's a little odd," says Gauthier, "but only in Quebec does a majority want the Canadian government to continue controlling access to American television programs." After 30 years of cultural nationalism, some 51 per cent of Canadians outside Quebec want federal regulations to lay off the tube.

The politics of TV aside, Jean Chrétien's Liberals appear to be striking the right Goldilocks balance in managing Canada's relationship with the United States. The federal Liberals are far and away perceived as the best defenders of Canadian sovereignty. Asked directly where Ottawa has given in to American demands too much as the wake of the Vietnam accord, 36 per cent say yes, too much, but a majority (51 per cent) says—with a slight-sue, just what was necessary.

Well, despite the chill of Sept. 11, even the hedging over the future of the national experiment, Canadians do seem to be feeling a bit less self-conscious. A majority is happy with the run of the economy and 54 per cent even feels Canada is acting independently of the U.S. in such areas as the economy, culture, international politics and national security. That number would be higher, except Quebec, which mostly the reverse—64 per cent of respondents there see Canada operating loosely in the American orbit.

Regional differences in this poll are not surprising. But they are intriguing. Western Canada, surprisingly, is the most fearful of economic integration—it seems to be an attitude that seems to fly in the face of the business and political opinion in the West, judging by Canadian Alliance

## MEASURING NATIONALISM

On global religious attitudes to nation Canadian attitudes

What would you say it is very important that Canada remain sovereign in the following areas?

Natural resources	Canada	West	Ontario	Quebec	Atlantic
Health system	83%	85%	86%	71%	59%
Economy	61	63	67	51	79
Immigration	64	67	71	52	58
Education	51	56	58	46	57
Media	51	62	64	43	56
Equalization	50	48	53	36	52
Arts and culture	45	44	54	30	46

Canadians who are most in touch with national issues, international politics and national security, would you say Canada is independent from the United States?

Very independent	11%
Somewhat independent	48
Not very independent	38
Not at all independent	12

How favorable or unfavorable would you be to Canada allowing its currency to adopt the American dollar?

Very favorable	11%
Somewhat favorable	14
Somewhat unfavorable	18
Very unfavorable	48

In matters of security, how would you say the Chrétien government has given in to American demands since Sept. 11?

Too much	36%
Just enough	32
Not enough	15

Indicate your level of agreement with the following proposal: North America should form a confederation to permit the use of federal and European Parliament, have elected members from Canada, the United States and Mexico would legislate in areas affecting the entire continent, such as environment or security.

Agree	
Canada	54%
West	41
Ontario	52
Quebec	62
Atlantic	52

efficiency at least. Quebec is the most in favour of economic integration—it seems to be an attitude that seems to fly in the face of the business and political opinion in the West, judging by Canadian Alliance

As you know, the United States is Canada's most important trading partner and buys 80 per cent of all Canadian exports. In your opinion, does this level of economic integration with the United States threaten Canadian sovereignty?

Threatens a lot	21%
Threatens somewhat	40

Do you believe that Canada will be an independent country 25 years from now?

Certainly	30%
Probably	42

Some experts predict that within a few years, Canada, the United States and Mexico will follow the European model and move toward political and economic integration. Do you think that such a North American integration is desirable for Canada?

Yes	31%
No	69

Which of the following federal parties do you, Canadian, consider best?

Liberal	22%
Canadian Alliance	5
Progressive Conservative	9
NDP	7
Bloc Québécois	4
Don't know/Other	34

The pollsters' Canadian poll is based on telephone interviews with 1,000 Canadians, 18 and older, selected randomly to reflect the population of the country. Marginal error: GAOI, which conducted the poll, says the results are accurate within 1.3 percentage points 19 times out of 20.

from its health care, monetary policy and foreign affairs. Of course, all these differences would have greater impact if we Canadians were more content of having a country at the end of the road.



## THE PERFECT OUTSIDER

David Zussman takes on Ottawa's toughest files. Like sovereignty.

IF YOU WANT TO KNOW the hot issues in Ottawa this fall, you need only ask what policy expert David Zussman is doing. The Ottawa-born analyst is in a hot seat, with high-flying targets and few practical prospects. So Zussman has just joined a new advisory committee to industry Minister Allan Rock. Health policy is hot, by unpopularity's capabilities—ask, remember, there are two real federal requests under way. So Zussman has organized a conference at the end of the month to pull all of the stakeholders in the same room to forge a consensus.

Perhaps most importantly, Ottawa is, only belatedly realizing how much the nation has slipped into the U.S. since those days when it played on the own home last Sept. 11. We must now ally U.S. concerns about security and defense if we want to keep the border open to our goods and services. Meanwhile, our constituents are becoming increasingly concerned. So Zussman, president of the Ottawa-based Public Policy Forum, is launching a three-year investigation into the key security issues, and assessing Canada's place in a North American context. "There is no question the American agenda, particularly the one involving border security, is very much our own now," Zussman says. "When dealing with a partner who is so much bigger, it is very hard to get an equal say."

The ability to take such a long-term perspective is a highly valued commodity in Ottawa these days. Times are grim. The New York of the 1990s. John H. Hinchey, a go-getter, has just shuffled his key policy analyst border issues into a general operations role to make room for growth through cabinet. He has launched reviews of everything from foreign policy to ethics, struggling to patch together an impressive Sept. 11 report. These are fall. But it isn't been tough to pry dry out of many officials who, their political bosses are embroiled in leadership wars. And it is

even harder to discuss policy when few outside Ottawa are even going to listen.

Which brings us to Zussman, the swiftness perfectly placed on the border. Born in Montreal in January 1945, Zussman has somehow crisscrossed the academic and political worlds throughout his career. He has taught public policy and management at three universities. He has worked as a policy analyst with the federal department including the Privy Council. He oversaw the Liberal transition into government in 1993, painstakingly figuring out what the Liberals wanted to do—and how the government should be structured to help them do it. He has the trust of Jean Chrétien and the attention of the bureaucracy. Liberal Senator David Smith recalls that when Chrétien formed his first cabinet in 1993, he kept asking him to look at an ocean room, ready for consultation about first steps. "But Zussman was always in there," says Smith. "He is thoughtful and practical and creative."

Smith is talking Ottawa code, he means that Zussman is useful on policy because he understands the compromises of power. Hinchey's well-known Zussman on many major issues in the throne speech, including the ethics package. Zussman's practical and conciliatory approach reflects the opinion of the former staff, with as diverse membership of governments, corporate and nonprofit groups grows in tactics four years for three years as a vice—and it consists all of the stakeholders on each issue before it produces a report.

He knows the mere mention of greater continental integration is controversial. But if you do not talk openly, it may happen inadvertently.

Presently, the farthest last policy record, launched in 1999, included Canada's place in a North American economy. Zussman showed that economists were integrating issues that Canadian policy makers would deal with jointly issues such as logging productivity. He probed attitudes toward social political and economic ties in Canada, Mexico and the U.S. (Americans are basically not interested in a more formal relationship.) He examined the European Union once. He looked at everything from energy to the environment. Zussman knows the mere mention of greater continental integration is controversial. "But if you do not talk openly, it may happen inadvertently," he says, "and you may end up agreeing on things that are important."

Such talks are especially crucial in the wake of Sept. 11. If we want to keep the border open, we must deal with the American perspective on security and defense. "Everything on Capitol Hill is linked up through the security panel," says former Canadian diplomat Paul Davies, now a Washington consultant. "Look at the amounts of money poured for security related issues. Virtually everything else is a trickle."

We must respond, these pressures. Although Canada will not be part of the new U.S. Northern Command, which will make contingency plans for continental defense out of NORAD, an defense head, Zussman says the U.S. cannot ignore the Canadian role in the U.S. military planners from the army, navy and air force in Colorado. The two forces could then coordinate their activities. "We do nothing," says Senator Colin Kenny, chairman of the Senate committee on national security and defense, "we are going to give up our sovereignty."

That would argue sovereignty. Zussman is ahead of the curve once more. Over the next three years, the firm will look at the extent to which Canadian values in everything from the education system to health delivery and culture are worthy preserving as economic forces are security preserving. The two nations together. "We will want to be able to draw a line in the integration issue," says Zussman. And he may bring them to an unfocused nation.

Mary Morgan's column appears every other issue. She reports on business.

# 'A SORT OF IMPROVISATION HAPPENS'

The *English Patient*'s author talks about fiction, film and the creative process

**CANADIAN AUTHOR** Michael Ondaatje is an actor and filmmaker. And as he watched his novel *The English Patient* being adapted for the screen, he became fascinated with the mind of the movie's Oscar-winning editor, Walter March. March has edited sound or images for directors such as George Lucas (*American Graffiti*), Francis Ford Coppola (*The Godfather* I-IV, *The Conversation*, *Apocalypse Now*) and Orson Welles (the posthumous director's cut of *Touch of Evil*). Ondaatje's new book, *The Conversations*, Walter March and the Art of Editing Film, is a dialogue between an author and an editor about the creative process. In this conversation about *The Conversations*, Ondaatje talks to *Maclean's* Senior Writer Brian D. Johnson.

**Why have you followed your novel *And the Winner Takes All* with a work of non-fiction?**

I find it very difficult to go from one work of fiction to another one. I feel like I've used up everything in me, exhausted everything, and I feel quite useless. After my first long book, *The English Patient*, I felt like I needed to do something that was nothing to do with words, so I did this documentary film on the post-9/11 period. After that, I did a documentary on Toronto's Theatre Passe Muraille and they play *The Form Show* in a way, *The Conversations* is another documentary.

**You're curious about people's jobs: bomb disposal, surgery... film editing.**

Yes, how things work. How a film is made, how concrete poetry works, how a play is performed together. My novels are about just in New Orleans, or war in Sri Lanka, or in Italy. But they're also about me asking how would I behave in that situation? How would people I know behave? Saul Bellow says, "We write to discover the next room of our fate." With all writers, there's an element of self-examination and self-portrait, even in their fiction that's supposedly not about them at all.

**Now say that editing is the stage of filmmaking closest to the art of writing. Why?**

It's the only place where you're on your own. Where you can be one person and govern it. The only time you control making a movie is in the editing stage.

**There's something almost cinematic about March's approach to editing. He's always looking for hidden patterns in the material. Is that how you write fiction?**

I'm very loose when I'm writing. I allow but join into the manuscript, but then I go back and chop it down. Then a sort of conversation happens. One can discover lines and connections which can surprise you and the reader, eventually.

**March talks about juxtaposing control and randomness in the creative process. He says he tries to get just "the right amount of barbarism in the system."**

That's crucial. When I was writing poetry, I'd test a draft constantly: backwards, sideways, or without the first half.

**March is unusual—a lot of artists can't or don't like to regulate their own work.**

Walter most of the other side to Coppola. When I first, when you hear Coppola talk about film, although he's very smart, he's not as articulate as Walter in what he's doing. And Walter was there. The scene where he talks about making *The Godfather* when he was in his 20s—it's remarkable. He is so articulate and succinct. It's more interesting to talk about it from the view point of the guy at a dinner doing the second than having Coppola giving a jaded anecdotal story about what *The Godfather* really means.

**In writing a novel, you start with a lot of research and end with a lot of editing. Is it a process of refining fiction out of non-fiction?**

That's an interesting way of seeing it, except that at some point in the story, you have to have a leap of invention. For instance, I've

working on something about the 14 words in Toronto [in *Ice Star of a Lion*] that you need then to have a fictional vehicle—the attention of Patrick, who joins them. The non-fiction is the content in a way, and the shaping or focus is the fiction. I find that if I try to go on down and write fiction on off the top, I run out after a page. Every action of a book I write begins in the non-fiction world. And then you bring in a character, something like Rip-defusing a bomb in *The English Patient*. All the technical stuff was there, but it's his sense of moral, his intuition, his wisdom that decides what gets packed up and what gets left out of a story.

**At one point, you ask March if success and failure can dictate the lessons an artist is able to learn. He throws the same question back at you.**

To create, you have to black out your career. The great problem is being self-conscious and aware of an audience—you can go crazy that way. You feel less private if you are successful. You should live in Ottawa and be successful in North America. That's probably the answer.

**Will we ever see movies of in the style of a loser and the winner?**

People have been interested in both those books, and *Coming Through Slaughter*. I had such a lucky experience with *The English Patient*. I don't want to run my average! One of the problems of working in film is that you are dependent on every body else's taste, and sometimes that's a snail. You have to be a politician. You have to be able to handle and argue and be devious—like Brecht—otherwise you stand off and leave it to the wolves.

**Are your novels influenced by film?**

I don't think they are that much except in the way I edit them. I began to be aware when I was working on a documentary that the art of editing is much more complex



than in film than in literature. I was so aware of how macroscopically across the editor in a film. This frame, the overall frame—that's 10th of a second—that's going to influence how we watch some thing. I would spend hours and hours editing a poem, and then writing novels I'd do the same thing. That's why novels take two years to edit.

**Is writing a book about film editing as close as you'll come to analyzing your own creative process as a novelist?**

I think so. I would never want to write a book about being a novelist. So it does

**Outside: starts with reality, but, at some point, you have to have a leap of invention?**

become metaphor. It was also an opportunity for me to bring out that aspect of myself. I'm not a very theoretical person, but there are elements of that here.

**Did March "edit" your portrait of him?**

It got to be like a flaming circus: two editors, and Walter and myself. It wasn't just my book. It was my book with Walter. I interviewed him for hours and hours and half I cut down from 1,200 pages to 300 pages of conversation. At some point, we

beats three in ideas and wrote some stuff, but the rest was edited by me.

**You wrote it to make it less "written"?** Yes. All of this is a forgery! Honestly, I wouldn't want to read a 300-page book of conversations between two people unless they worked on it. Nothing is more boring than a tiny find of two guys in conversation at a bar. You have to hand of each it up, and give it human, or put something that happens at the end in the beginning.

**Some thing with this Q&A. I'll cut that 30 hours of editing and put it at the end.** [X]



## LET'S BE BABY-FRIENDLY

It's no wonder Canada's birth rate has fallen to a new low. Parents need help.

FOR THE FIRST TIME in the five years I had known him, Paul, who is typically the life of the party, was upset. The 34-year-old, who owns a small business, and his wife Karen, a 37-year-old computer specialist, had been told that they may not be able to have children. Karen had just been diagnosed with endometriosis—a condition in which the tissue that normally lines the uterus grows in other areas of the body. Doctors said the couple would have had a greater chance of conceiving if they had tried earlier in their lives when it was likely the disease wasn't as advanced. "When we were in our 20s, everyone told us to start and have children," said Paul, which is not his real name. "On a good education. Get good jobs." He added "Then start our family when we know we can support them. We did everything we were supposed to do."

My conversation with Paul—and a lot of other friends—came to mind recently when the 2001 census statistics were released. Not surprisingly, they confirmed what we reporters have been writing for years: the population is aging. By 2011, about 43 per cent of us will be over 45, compared with 37 per cent now and 31 per cent in 1991. Experts are quick to point out the ramifications: as the large population of baby boomers retire, there won't be enough young people to take their places in the labour force and support them in their old age. A solution to this impending crisis, as outlined by one thinker after another, is to fortify the pre-judged labour-force gap by increasing immigration. That's fine. Yet little attention is being paid to a root cause of the problem: the number of children being born in Canada has decreased over the last two decades, reaching an all-time low of 1.52 kids per woman in 2001.

Paul describes Canada as "baby unfriendly." He adds "It's like a fool if you have kids when you're not ready financially. And you're a fool if you wait too long." As a new mother (I give birth to my

daughter Laura in March) in my early 30s, I can certainly see there are barriers to having kids today. Much of a struggle with the increasing necessity for a household to have two full-time salaries—a rare phenomenon in the decades when the baby boomers were born.

Yet despite the feel good rhetoric of many corporations, the business world is still modelled on a mid-20th century style of labour in which the breadwinners separate business life from family life by leaving the house for upwards of 40 hours a week. Most Canadian governments and businesses are slowly behind in implementing child care systems and flexible work schedules to support the double wage-earning family. So in addition to making sure that there is enough money coming in to pay the bills, families are doing out anywhere from a few hundred to thousands of dollars each month to pay someone else to watch their kids.

The hard-headed modern business climate doesn't help. Layoffs and job insecurity abound. Employees often don't feel

their companies are overly interested in their welfare. And if people don't feel secure, chances are they won't try to start a family until they do. That's how it was for Paul and Karen. Two years ago at Christmas, the company Paul had worked with for six years laid him off when it downsized. "We'd just bought a house and we could barely pay the mortgage, let alone think about having kids," says Paul.

Women are also hesitant in taking the plunge into motherhood for they risk not only their salaries, but their careers, too. Most moms I know have told me that the partnerships, the promotions and the raises are almost always put on hold once they announce they are pregnant. "All the successful women in my business are single," a mom of two young children, who works in the banking industry, told me recently. "No matter how hard I work or how many extra hours I put in, the perception is that I am not as dedicated as the women who has no kids."

But governments are also to blame. Family building incentives, like the baby bonus (yes, it still exists), have been slashed. Federal maternity benefits are usually such a small fraction of the salaries parents make on the workforce that many couples just can't afford to take the time off to have a baby. The maximum pay rate entitlement is \$413 a week, or \$28,650 over 18 weeks, and only a handful of members of Canadian employers sign up the benefits to approach pre-maternity levels. As a dad-to-be, whose wife will soon be going up her \$70,000-a-year salary as an educator to raise their child, and to me: "You can tell how much our society supports families. We're raising a future taxpayer on subsistence wages." And don't get me started on how the tax system hits a single family income harder than a double one.

Increasingly, children are seen as liabilities reserved for the wealthy. Some people have even described children as liabilities for the middle class and downright obstacles for the poor. No matter how you look at them, though, they are our future. They are the ones who will pay into the retirement pension plans, they are the coming consumers, they are the labour force of tomorrow. They're also pretty nice to have around. ■

Associate Editor Susan McClelland is an award-winning writer. smcclelland@toronto.com



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## MAGICAL MONARCH

Christopher Plummer is superb in *King Lear*

WHEN CHRISTOPHER Plummer strode out in *King Lear* on the opening night of Stratford's much-anticipated new production of Shakespeare's tragedy, no one applauded as they so often do at the Festival when a celebrity appears. Never mind that at 72, Plummer remains one of Stratford's favourite actors, an international film and theatre star whose career, after some decades in the doldrums, has recovered magnificently of late. Never mind that the crowd seemed poised to welcome him home to the stage where he'd first triumphed almost half a century ago in the valiant young king, Henry V. There was simply no Chris Plummer in sight. Right from the start, he'd disappeared so completely into his role that the audience was swept into travelling alongside his weirdly intense, bearded figure who batters over a map of his kingdom like a maver over his gold, prior to dishing his ruminations among his daemons. When, a few minutes later, he craves in harrowing fury at the apparent ingratitude of his youngest, Cordelia (Sarah McVie), it's clear we're in the presence of a great actor giving the performance of his life.

There is always something awfully in the finest acting, something that transcends technique in a controlled blaze of intensity. The effort, for the audience, is clarifying because the character being portrayed seems not only real, but superior. Plummer has this kind of stage presence as a natural gift, but in the current show it's magnified by his success in recent years.

Shakespeare's complexity with a performance as intelligent as it is intense. After that first outburst, he modulates a little, before breaking out in a later scene to level his chilling curse against his eldest daughter, Goneril (Dorota Lidy). Then he recedes again, only to come on again, stronger than ever, like a staff attacking the shore. And to be gone on, rhythmically entering the depths of his madness in a way that never degenerates into incoherent ranting, but which comprises instead a terrible, gradual revelation. We are held spellbound by Plummer's *Lear*, because his agony has so many colours, such total variety. And because the man is so physically present. This is not a stiffly regal *Lear*, but one of almost legendary vitality. He slaps, he underlines his speeches with body language, this suffering old man is more alive than anyone else in his kingdom.

MacGregor, in the Fool (Orin Leroy), gives a performance that approaches Plummer's

critically entering the depths of his madness in a way that never degenerates into incoherent ranting, but which comprises instead a terrible, gradual revelation. We are held spellbound by Plummer's *Lear*, because his agony has so many colours, such total variety. And because the man is so physically present. This is not a stiffly regal *Lear*, but one of almost legendary vitality. He slaps, he underlines his speeches with body language, this suffering old man is more alive than anyone else in his kingdom.

Too bad the same can't be said of the actors playing most of the 10 or so major supporting roles. Because in many respects, this production is a major disappointment. Stratford veterans such as Rhye, Lucy Peacock, Benedict Campbell and James Berwick—all of whom have done outstanding work in other shows—simply go through the motions. Jonathan Miller, the English director who at first only craves on his actors in rehearsal, has not made them do the hard, detailed work of fully inhabiting their characters. Among the few exceptions outside the bargain of Plummer but unconvincing speech-



ifying are Barry MacGregor, who creates a bloodily purified Fool with a voice that could cut steel, and Maurice Godin, who turns the murderous Edmund into a thrillingly precise (and often deeply humorous) study in the pitfalls of unbridled rapacity. Confiding in the audience like the villain of an old melodrama, he makes us uncomfortably complicit in his vicious ambitions.

And so Plummer is left largely alone to carry the greatness of Shakespeare's play. It's like watching your favourite player rack up a hat trick in the final game of the Stanley Cup—while his teammates lie over so many goals slip into their own net. How heart-breaking to think what might have been had the others done their part. Yet this production will still shine in memory, thanks to Plummer and the few actors who actually showed up. Just before his final appearance and death, we hear *Lear* cry out onstage, over the body of his beloved Cordelia. Plummer makes the moment devastating—he pines as few performers ever have to the stark yet mysteriously radiant vision as the core of his tragedy. The audience may not have applauded Christopher Plummer at his first entry. But when he emerged for his curtain call, the place went mad. **B**

# TIME IS ON THEIR SIDE

Once a joke, their longevity has turned into an asset as the Stones roll out yet another tour

**SOME OF MY** colleagues at the magazine wondered whether we should even bother talking to the Rolling Stones. I'd been official skeptic since: With Mick Jagger and Keith Richards (both are Canadian actors), I'd interviewed them before, eight years ago. And what could possibly be said about them that hasn't been said already? However, after I returned from the Stones' inner sanctum, these same colleagues were dying to know what I would say.

That's the basic disconnect of the Stones' mystique: Mick and Keith are the royal couple of rock. And like those other royals, they may seem irrelevant, but people have an insatiable curiosity to get close to them. Via the Stones are discussed as dinosaurs. Too old, too rich, too conservative. Haven't had a hit in years. But they didn't need any. They stand alone as the last great band from the first generation of rock, and the most successful touring act in the history of show business. After 40 years, they're still alive, still together. With Jagger and Richards both pushing 66, their longevity, once a joke, is becoming a fact. They're about as relevant as *Forty Candles*, a double CD aimed at the *Reader's Digest*, with 38 hits and four new songs. And this week, as they launch a world tour in Boston, everyone wonders, yet again, if this could be the last one.

**THE INTERVIEWS** take place in midtown Toronto at the Marquee Temple, a rock monument that has served as a concert venue, Mike Bullard's CTV studio and, for a month of the summer, the Stones' rehearsal hall. I'm greeted by Tony King, who has handled Jagger for two decades. He's a slim, affable Englishman with cropped white hair who speaks with a campy inflection that's like a vulgar version of Jagger's. Upon the crew is choosing a microp host, the sound of "Yes, Yes, Yes" booming through the sound system.

"Good, I can't stand that," says King. "Why does it always have to be 'Yes'? Can't they think of anything else to say?"

Down a basement corridor scrawled with graffiti from concertgoers, I'm ushered into a theatrical dressing room with makeup mirrors and burgundy furniture. Jagger tells me to relax and sit on a seat on the couch while he settles into an armchair, legs splayed open. Looking severely fit, he wears a baby blue fitted T-shirt and cream chinos. As I switch on the microphone, he sips a mug of coffee and slobbers a chocolate chip cookie. "I'm going to have to chew my way through this," he drams, as if announcing something equally obvious. Later, when I play back the interview, much of it eludes transcription—the words, straggled of inflection, land flat on the page. But you can hear the sound of chocolate in his mouth.

Mick repeats the favorite of celebrity interviews: What do you ask Mick Jagger? No matter how many questions you propose, you can't help thinking he's heard them all. Their alone in the room with him, it's hard to get over his presence. The restless, adolescent body, the roguish face. And that voice, which keeps nothing out: insouciantly omniscient. But behind the toddler posture, Jagger deflects questions and delivers his own sonic wags with a disarming wit. Interviewing him is like playing a break game of tennis with someone who keeps casually cutting off your shot as he goes.

"So Mick... or do I call you Sir Mick?"

"No, Mick is fine and absolutely," he says, bending his English accent into a Southern twang.

We talk about the structure of Toronto, which has served as the Stones' summer base camp for three years now. Aside from the cheap dollar and the patronage of Canadian tour promoter Michael Cohl, what keeps bringing them back? "I find Toronto a very congenial place to

work," says Jagger. "It's not too small and not too big and not too isolated."

"You must feel it's home here by now." He laughs. "I still don't know my way around. You can put me on College Street and I won't know where I am. I don't get out much. I wish I did. I read in the paper that I go out. Yeah, once a week. Cause I'm in here nearly all the time or at home. I've got children here." (He has six children, aged 3 to 33, with five women.)

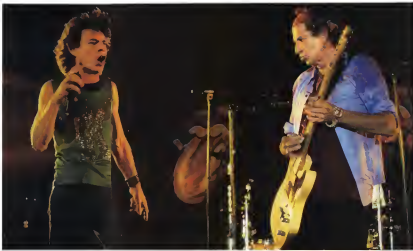
Venturing a serious question, I ask if the Stones' legacy is now more important than new material—a polite way of nudging their creative juices might have dried up. Jagger nods. He points out that the band just recorded 30 new songs in Paris, only four of which will appear on *Forty Licks*. "But there's no point pretending the Rolling Stones is a new band

still together after 40 years, the band played in Toronto last month and in London in 1965."

There's bits of you that would like to relieve that. It's like being a novelist or a film actor. You think, "What if it be great when I focus on the scene with my own movie or novel," instead of being a actor" as of 15 minutes and 25 seconds, and with this one, it's "Surprise me!"

But the Stones have such a vast repertory that they can surprise fans simply by digging up a buried treasure from their catalogue. And that's the idea behind the three-tier structure of the new tour. In some cases, the band will play a football stadium, a hockey arena and a theatre or ballroom—with the repertoire becoming more ancient as venues get smaller.

Bob Dylan has suggested that live per-



furniture, not recording, in the real art, and that you can't freeze songs on disc. When I suggest that to Jagger, he laughs. "Bob's always made an exaggeration of not trying to freeze them. But I want to see a concert of his ever in Atlanta and it was only because the guys standing next to me were singing the songs that we know which songs they were. You want to fix things up for live performance but it's kind of good that it's impossible."

The Stones, of course, thrive on recognition. With their cheeky red-tongue logo, they've created the most familiar brand in pop music. So I ask Jagger if the band has come to internalize Andy Warhol's concept of pop art, by turning a brand into a burlesque franchise. Mick perks up. "Andy didn't design the tongue logo; people think he did, because it has pop art overtones and Andy was interested in the idea of mass commercial art. Nobody's actually asked me this before, so I've got to work it out..."

There's a knock at the door. A crew member asks if it's OK for Beck to come in for an hour or so. Mick says sure, then he's off on a tangent about commercial replication in 19th-century painting. Trying to rein him back to the Stones, I ask, "Can you be on the cutting edge of art and part of the commercial establishment?"

"That was Andy's whole ethos, that the two things were not necessarily far apart. Everything in America is supposed to be successful. You're not allowed to be our there not making money. The idea of the romantic artist in the garret was invented in the 19th century. Before that artists were striving to behave like aristocrats and hobnob with the richest people. If you didn't, you didn't get a commission."

Jagger's handler jokes his nose is. "We're almost coming to the end of a vaguely original thought," says Mick, who then goes on to talk about starving artists and the young Picasso. Enough about painting. I try to steer Jagger back to the present. "It is possible," I ask, "to be a bad boy without being lame?"

"Well, there are many knights who have been bad," he muses. "When you're painting in this line of questioning—which I don't particularly mind because it's quite interesting—is the old-fashioned idea that you can only be good while you're unknown, and hopefully not having any



Mick and Keith provided music for Jean-Luc Godard's film *Jeune fille pour le Diable* in 1968.

money, and even better, slightly mortally ill. And a drug addict—always helpful. That makes you interesting. It doesn't necessarily make your work more interesting. It tends to drop off if you're older and a drug addict and don't work hard. Francis Bacon, for instance, would just repeat himself and get worse and worse."

"So," concludes Jagger, "your questions are really coming from that place: if you become too bourgeois and only want to live a comfortable life, can you be bothered to get up in the morning and write a song? That's a valid question. I don't think it applies to me. Because I love writing songs—whether they're good or not is another matter—and I'm working really, really hard. In the last five years, I've been working like a dog."

**Jagger's handler pokes his nose in. 'We're almost coming to the end of a vaguely original thought,' says Mick, who goes on to talk about starving artists and the young Picasso.**

Being rich, sane, healthy and hard-working didn't prevent Jagger from seeing his last solo album, *Golden Eye*, through the doorway, barely. One of its cruelest critics was Keith Richards, who called it "dogshit in the doorway." But Jagger says he's sure Richards never even listened to the album. "Keith has his own personality and his ideas to make his own music," he says. "I think Keith feels it's mandatory to keep up his image by doing that. We have a pretty raucous relationship. Otherwise we wouldn't be working almost every day together. We agree on just about everything."

Richards has also blamed his lead singer for accepting a lightshow.

"Wonder why?" asks Jagger, with an arched eyebrow and a dramatic phrase. "I wonder why?"

**THAT EVENING** I meet Richards on the rug floor of the Masonic Temple—a former Mason's council chamber, which looks like a miniature of the House of Lords, with firing rows of roll-up upholstered divans. The hall serves as the Stones' lounge, with faux logwooden couches, leather, a dozen burning candles, and a video game parlor next door.

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### Music | »

Keith arrives as *thelast*, his choice of hair bound by a red bandanna, the steel maracas on his wrist, the skull ring phasing from fingers that are as gnarled as the woodwork in the room. The original rock 'n' roll prince in his hand is a cocktail of the colors of Orange Crush that drenches like a piece of costume jewellery.

Keith is easy to talk to. You find yourself in the thick of a conversation before you know it. He starts like a warped tape, but you wonder if it's become an act, if he's the Dean Martin of the drug generation because behind the air of incoherence is a very intelligent man.

We were so late getting to the start of Mick's luncheon. "If Phil Collins is a Sir," he says, "Mick Jagger should be a Lord and not bother with this. It's a pretty honour really. It's also breaking rules. And he got a good thing waving for that. He really screwed up. In my eyes, or for the Rolling Stones—even as a cold-blooded business—it's wrong for the image. He would have got brownie points for saving it down, and your credibility would be very sustained."

But according to Mick, I report, you just attack him to maintain your image. "I'm trying to maintain his image," he says. "And it's a losing f---ing battle, pal. I always try to persuade him to be low between guys." But then Keith concedes,

"When we work together there's a certain energy. I don't know if it's chemical or biological or biochemical... We're still searching for the Rolling Stones on a way."

Asked whether you have to be poor, mad, addicted or desperate to be creative, Richards says, "There is a certain need for desperation. And a tendency to attempt things. That's Mick's problem, you know, 10 million dollars a pop, baby."

Huh?

"Oh, the Venezuelan bitch—paternity suits and stuff, right," he says, apparently confiding Jagger's affairs with Venezuelan heiress Veronica Marsden and Brazilian Luciana Moura (the mother of his son, Chile). "That's what I mean about searching for new experiences. I suppose I did mess with heron. It was an experiment that went on too long. I didn't want to be a star that much, and I could be proven in public with that stuff. It's a music, an interesting fight. And if you come out the other end, you know things about yourself that

you never would have learned otherwise."

Richards is the first to admit that his booze serves a purpose. It's something "you dig around with you like a ball and chain," he admits. "You're a convicted felon. And you just become less, Keith Richards."

I ask him what he's drinking. He grins. "This is called a Nuclear Wine. Couple of ounces of vodka and orange soda. It's the fastest drink you could possibly imagine."

**A FEW DAYS LATER**, it seems I'm the last person in the world to find out about the Stones' surprise concert at the Palais Royale Ballroom on Toronto's Lakeshore. I call everyone to get a ticket, and they all say no media. Cutting my losses, I go to see Bob Dylan, who, bizarrely, is playing just down the Lakeshore from the Stones. I buy a cheap seat at the gate and stroll into the wall of Magma's Farm under a blood-orange sky. From my seat at the back, I try to focus on Bob in a white cowboy hat doing subtle renderings of Twisted up in Blue and Men of War. But it's like being at a party when you know there's a better one down the road. During Dylan's concert, against the sweet guitar of All About the Weekender, I look for the exit and grab a cab.

Several hundred fans are milling around the door, to no avail. So I muck back into the crowd and wait to hear the first few numbers to bleed through the walls. Then, miraculously, I hear my name called and a third pull me inside. Moments later Jagger is onstage (singing *My Only Rock 'N' Roll*). Trailing through the vocals with carnivorous riffs. That wide, wide mouth. Those croon lips. His jaw working constantly, flexing the crowd. "I could stick my hand in my heart and spill it all over the stage!"

In the sweet of the hot August night, Jagger sings down. The band shuts off its lights. *Love and Mercy*, Can't You Hear My Heart? *Heart of Stone*. Keith sings *Happy and Smiles* the part. Yanking through *Smash Car* *When*—"I don't care if you're 15 years old, I don't want you 15.0."—Mick dips the microphone in and out of the sweatband of his black pants with practiced sleight-of-hand. Then he's on fire with *Jumpin' Jack Flash*. Ten 16-foot sweep beams soaked into the venue. Not winning any more. Just a fan. **B**

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**ROGERS**





## THE UNTOLD HISTORY OF FREE TRADE

The friendship of two very pragmatic politicians helped chart a historic deal

Fourteen years ago, Canadians voted in one of the most crucial federal elections in the country's history—with free trade with the United States as the dominant issue. As opposition built across English Canada, Prime Minister Brian Mulroney courted on a powerful electoral weapon—his strong relationship with Quebec Premier Robert Bourassa. In this excerpt from *From Bourassa to Bourassa: Wilderness to Restoration*, he releases new work by McGill Queen's University Press, author and journalist L. Sam

MacDonald, a close associate of both men who worked for Mulroney as a speechwriter, recounts the inside story of their dealings.

**MULRONEY AND BOURASSA** were destined to do big things together. They met often, to a degree the press was never aware of. "I used to see Robert privately," Mulroney recalled. "I would come to Montreal on a Sunday night, for dinner at his house or at his office at Hydro-Quebec. Or he would come to Harrington

Bourassa and Mulroney (1984) both believed in "a philosophical friendship."

Lake. We really had the opportunity to talk things through."

"In politics, friendship is something that has to be looked at philosophically," Bourassa would observe in 1995. "You can have very friendly and very personal relations, as I had with Mr. Mulroney, but as a general rule, it's the old principle of realpolitik that applies here. Politics is above all an alignment of forces. So, per-



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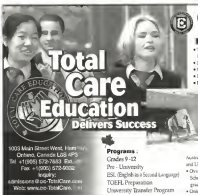
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## the boarding school advantage

As the competition for admission to Canada's post-secondary institutions heats up, parents are searching for new ways to give their kids an edge. Growing numbers are finding the solution in a long-standing educational method—boarding schools.

Canada's almost 10,000 boarding school students are exposed to richer and more varied programming than the public system can offer, says Ashley Thomson, a librarian at Sudbury's Laurentian University and co-author of the *Handbook of Canadian Boarding Schools* (Dundurn Press).

"Moreover, their days are more structured and students are kept busy with academics, athletics and other activities. Many boarding schools develop specialties: for instance, Brentwood College School in Mill Bay, B.C., specializes in fine arts, while Athol Murray College Notre Dame in Wilcox, Sask. has nationally recognized hockey programs for boys and girls."

Susan Hazell, who spent more than 20 years teaching in Canadian board-

ing schools, is the executive director of the 74-member Canadian Association of Independent Schools (CAIS). She says that boarding schools foster independence in students.

"They provide a safe, positive environment in which young people can take risks and attempt new things. Students get involved in activities they might not try elsewhere and they build some fabulous friendships."

Canada's 69 boarding schools include religious and secular institutions, schools that cater to children with special needs and single-sex and co-ed institutions. Because of this variety, it's important for parents to research carefully when looking for a boarding school, says Hazell.

"Try to find a school that suits your child, her talents and abilities. Inquire about student supervision after school hours and on weekends. Find out about the food and health-care services. And check on the size of the dorms and how many students sleep in each room."

## here are some other factors to consider:

- Where is the school located? Is it set in the centre of a major city with access to museums and galleries? Or does it offer the unique opportunities available in a more rural setting?
- What subjects are available?
- What is the pupil-teacher ratio?
- How do its academic standards compare with other institutions and how many of its graduates attend post-secondary institutions?
- Is it a single-sex school or co-educational?
- Does the school specialize in languages, sports, music, the arts or sciences? What type of on-site facilities does it offer—does it have a swimming pool, access to research centres, modern library and/or computer lab?
- Is there a strong sense of tradition and community surrounding the school and does it offer a diverse student body?
- What are the annual fees and additional costs of attending the school and does it offer a comprehensive range of scholarships and bursaries?
- While it takes time to gather all the necessary information, the effort is well worth it, says Susan Robertson, director of enrollment for St. Andrew's College, a boys' boarding and day school in Ancaster, Ont. "Attending a boarding school goes well beyond learning math, English or geography; he says. "It's a total life experience."



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ward relations can improve the dialogue and mutual understanding. But at bottom, it's the people's interest that is by far the determining factor."

By the time Mulroney and Bourassa took office in the mid-1980s, they had been close friends for more than a decade. The senior advisers in the PMO and the premier's office, known as the *Brainiacs*, took their principals at their role models and managed a close relationship. Even when the interests of Ottawa and Quebec differed or diverged, as they often did, one Cabinet or Premier Minister would usually give ahead-up to the other.

Early in January, 1988, some of Mulroney's campaign advisers were sitting around the Prime Minister's board room in the Langevin Block, discussing how to sell the Free Trade Agreement in the pre-campaign period leading up to the federal election expected that fall.

"Do you think?" asked Harry Neill, an Ottawa consultant who would run Mulroney's campaign tour, "that we could get Bourassa to introduce the Prime Minister at a launch in Montreal?"

Bernard Rey, Mulroney's close friend and principal secretary, picked up the phone, and soon Bourassa was on the line.

"Diana good idea," he agreed. On Jan. 25, speaking at a packed luncheon of a *fratelli* and business people at the *Chambre de Commerce de Montreal* metropolis, Bourassa walked through all the reasons for Quebecers to support free trade, and he even offered to go across the country selling it. Bourassa concluded his introduction by presenting the Prime Minister as "le grand ami de l'union nationale."

Sitting at a table near the podium, Pierre Paragoy, former economic minister to Claude Ryan and future international trade minister in the Chretien government, made loud whistling sounds. "That's going for it," he said, especially for someone like Bourassa, who chose his words carefully. It was more than an introduction; it was a lying on of hands by Bourassa at a time when Mulroney's Conservatives were still making Turner's Liberals in the open polls, in Quebec as across Canada. Raymond Gauthier, his own former finance minister and now Quebec lieutenant of the Turner Liberals in Ottawa, recognized that Bourassa was too friendly with Mulroney and that he should be "less than a friend."

**'This thing isn't going to go,' Mulroney said. But the threat of a last minute call to Ronald Reagan helped ensure that, in fact, it did.**

There can be no doubt-free trade would never have got done without Bourassa's support throughout the negotiations and Quebec's strong endorsement in the election of Nov. 21, 1988, which was transformed into a platform on the issue. From the beginning of the free trade talks in June, 1986, to their conclusion in October, 1987, Bourassa was on board. So was Alberta's Don Getty. The alliance of Quebec and Alberta was the heart of the Mulroney political coalition.

On the evening of Saturday, Oct. 3, 1987, Mulroney and a handful of senior federal ministers were seated in the familiar fourth floor boardroom, Room 414 North, of the Langevin Block, while in Washington the Canadian negotiating team made one last effort to clinch a free trade deal with the Americans before President Ronald Reagan's "last track" authority, to negotiate an agreement for an up-or-down vote without amendment by the Congress, expired at midnight.

But when it came to Canada's bottom line, the Americans would not move on the grounds that despite settlement to be made would diminish the sovereign authority of the Congress and the U.S. government. It was a deal breaker.

"This thing isn't going to go," Mulroney said, as he waited for a call to be placed from the bank of phone booths outside the conference room.

Around 9:30 that night, Mulroney spoke with U.S. Treasury Secretary James A. Baker, who had taken over the free trade file for the White House. "You know, Mr. Prime Minister," Baker said, "I don't think we can get you this."

"I'm telling you what I'm going to tell President Reagan," Mulroney told Baker. "You'll have to explain why you could make an arms treaty with your worst enemies, the Russians, but not a trade treaty with your best friends, the Canadians."

"PM," Baker replied, "can you give me half an hour?"

Over the next two hours, an agreement

was reached, and with only half an hour to the free-trade deadline, Baker burst into the Canadian delegation room, in his Treasury office suite, announcing a police escort for a messenger carrying a letter from the President of the United States to the desks of the House of Representatives and the Senate, stating that an agreement had been reached within the fast-track deadline.

Finally, Mulroney himself got on the phone with Derek Burney, and came to his bottom line. "Is this whole thing better than what we've got?"

And Burney's inconspicuous reply: "Yes, Prime Minister."

"Okay, Derek," Mulroney said. "Go ahead."

In Quebec, Bourassa led an extraordinary campaign in favor of free trade that included the opposition Parti Quebecois, the entire business community, and most opinion makers. But John Turner couched a responsive chord in the English television debate of Oct. 25, when he accused Mulroney of betraying the national interest in negotiating the Free Trade Agreement. "I believe you have sold us out," Turner said, and in the next week, the Liberals actually moved ahead of the Conservatives in the polls, even in Quebec. The campaign had been transformed into a one-issue election, a referendum on free trade.

As Mulroney's chartered Boeing 727 flew out of Ottawa on Nov. 1 for a crucial week-long western swing, the Prime Minister basked himself into his wide seat in the forward cabin. "Turner's got the momentum," he said. "Now we're going to find out what we're made of."

Still, Bourassa never wavered in his support. On Nov. 3, with the Mulroney tour in southern Ontario, Bourassa called the Prime Minister's bus with a simple message: "We're going to go."

In the end, the Mulroney-Bourassa alliance delivered 63 of Quebec's 75 seats in a historic endorsement of the Free Trade Agreement, while Alberta saw a clean sweep of 26 Conservative seats. The Quebec Alberta alliance held, delivering 89 seats out of 170 for the Conservatives in the new 235-seat House of Commons. Free trade was a done deal.

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## CLOSINGNOTES



### PEOPLE | 54

Dysfunction made fresh  
Canada's Gluck writes two smart and funny novels about a raunchy topic—dysfunctional families. Her's new awards, an audiobook and a spot on Britain's prestigious Orange Prize figures list. But only recently did she start to see her stuff in a mirror.



### TV | 56

The family that  
stays together  
Canada's Gluck finally gets to see what all the fuss is about when The Oobaboobies premieres in September.



### Listings | Obscure finds

#### Bytown Days

Sept. 7-15

The free event celebrates Ottawa's history by Ward Market and pays tribute to such founding figures as M. C. John Big, founder of the Ottawa Canal, Ottawa.

#### Rusky Autumn Festival

Sept. 13-15

The North American folk festival will showcase folk music at Waterfront Park, Vancouver.

#### On the Road of the

Sept. 14

At Toronto's Church of the Redeemer, the Museum of the Ordinary presents the Canadian premiere of songs from the road.

France, one of which was only recently discovered in the University of Toronto's rare book collection. Toronto.

#### Exquisite

Sept. 18

Which is better? Cool or cozy? Exquisite presents the greatest Canadian authors of the 20th century. Auditorium, Calgary.

#### Little Counter World

Sept. 21-22

Over 200-year-old tales from the world's most famous authors will be read aloud on stages, in libraries and in the streets. New York, N.Y.

### Dance | Brilliant idea or exploitative enterprise?

Josée Giguère knows what he wants people to think of his cabaret: dance. He's a 20-year-old dancer who's been dancing since he was 11. He's a 20-year-old dancer who's been dancing since he was 11. He's a 20-year-old dancer who's been dancing since he was 11.

But the reaction leading up to its premiere does not bode well. It's been reported that NAC's artistic director, Peter G. Zakariasen, has quietly let it be known he'd rather his audience see a performance in the commercial theatre. And, indeed, of the show's 79-piece orchestra only about

"four or six" musicians, says Giguère, are from the NAC. And National Ballet of Canada founder Cécile Unger has said it is "in bad taste" to turn NAC's classic stars for the dead. Repertoire, says a ballet critic, isn't understood French repertoire, since she hasn't seen the show. He adds that the parity of NAC's musicians may date back to better contract talks that took place in the late 1980s when he was the NAC's director.

But he rails at claims that Repertoire 9/11 is exploitative. "With a cast of about 175 performers," he says, "you can't make money anywhere in the world." At best he hopes to break even on the \$700,000 production—which involves projected wages of around \$20,000, Harlowe and other royalties. And the controversy has actually helped to sell tickets. Sales were slow at first, says Giguère, "but now they're really picking up."

ARJAN DE VRIES

A ballet that commences rarely and courts controversy

#### THE DETAILS

Repertoire 9/11 by Josée Giguère (Oct. 1) plays the National Arts Centre Sept. 5 and 7 and on Tickets range from \$25 to \$75.





### People | Gibb gives great petty little details

When Toronto author Cecilia Gibb was on a book tour in Japan, she was asked "How could you, a pretty young woman, talk about such terrible things?" As no guide in the question is "she's like asking a 19th-century female artist why she paints anything other than flowers," says Gibb—the interviewers were understandably thrown by the author's subject matter. Her first novel, *Attaching the Wind*, is about a little girl neglected by her mother and forced to act out her father's sexual fantasies in Gibb's latest, *The Petty Details of So-and-so's Life*, a sister and brother team break from a psychotic father and a flawed mother. While most literary dysfunctional families are masterfully familiar, Gibb's fiction is fresh, funny and

not mired in the cult of victimhood.

Gibb was a social anthropologist who got academic and fled to a trailer park to write *Attaching the Wind* (1999). It won the Gay of Toronto Book Award and caught fire in the U.K., where Gibb, 34, was named to the Orange Prize list of authors to watch. Yet, Gibb didn't feel like a writer until she drafted her second novel. "It was important that I wrote [*Petty Details*] in an apartment," she says. "Now, I can start chugging terrible associations, like I can only write if I live in a trailer park, if I only can be on a train, if I'm single." For her next novel she's brooding music mounds. "It's still from a child's perspective, but it's a North African epic," she says, "with very loving parents." Her *Petty Details* fan will be pleased. **SHARMA DESAI**

### Diversions | Douglas Coupland

The Vancouver-based writer (*Generation X*) of Canada will be at Toronto's International Festival of Authors and much more. Here's what he likes: **BOOKS:** *The Unbearable Automaticity of Being* by William S. Burroughs; *The World's Worst Detective* by K. V. Reddy; *Life* by Jeffrey C. Miller. "It is so brutal, honest and truthful that it really becomes art, which is the best thing I've ever read when I started." **MUSIC:** *Chickadee*. Another, "It sounds like Bono, like U2. It's like the '80s and '90s never happened, which is a good thing."



### Review | Gray on Johnson

For nearly 120 years, Bradford, Ont., has been proud to trumpet poet *Pauline Johnson* as its own. One of its seven high schools is named after her, and for many years, the first anniversary—a rare birthday transfer 192 anthology—was the most tasteful giftshop for males around. But by the mid-20th century, Johnson's actual literary accomplishments—awards for awards, if necessary—were, during Bradford's school days, may have earned a few stacks of her signature poem, "The Song of Paddle Song." That would probably come as no surprise to Ottawa author *Charlotte Gray* in her scholarly new biography, *And I Feather: The Life and Times of E. Pauline Johnson*. Toronto author *Gregory Fleming-Camden*, Gray notes that Johnson's reputation has "by now" to outsiders of up again in *Canadian Literary* to come.

Strictly speaking, *And I Feather* is not missing Johnson, the subject of five previous biographies, from about 1910 to the late 1980s with her best-selling biography of *Saskatchewan* and *Canadiana*. *And I Feather*, written in the mid-1980s, Gray brings a fresh, 21st-century perspective to the life of a pioneering woman. For Gray's wit so much the quality of Johnson's work in which her literary reputation rests, but on the topics she tackled. An attraction about Aboriginals, women and children have shifted over the decades, so has the understanding of the time. "Johnson's point,"



Johnson embodied a life of contradictions. She was born in 1861 under St. Catharines, near the border of the United States, the daughter of a Methodist minister and his English wife. As an adult, she played sports and wrote for children's books, but her mother's schooling in rigid British imperialism caused Johnson's acceptance as a proper Victorian girl, the knowledge that being visible was part of her appeal, and often dressed as a black woman to write her poems.

Johnson gave dramatic presentations of her writing as a way of coming to life. This was only reflected what she wrote—more often less known, like "It's all the value of a unicorn changes that she was a sign 'you said.' Finally a story about being an actress. And, by the time Johnson died in 1913 in Vancouver, she had published three books of poetry, two collections of articles and a book of letters to her closest friends. And now, with Gray's meticulously researched biography, her appreciation of Johnson may continue to rise. **BARBARA WOODS**

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TV | *Resident Evil*

There has already been much written on *The Osbournes*—including caustic observations about what it means for TV, for Ozzy Osbourne's career, for heavy metal. And even though the vast majority of Canadians have yet to see one episode of this reality TV show about a celebrity family, we're well aware of what's happening in their lives. *Ozzy's* on tour, daughter Kelly is recording a CD. And wife Sharon, sadly, has been diagnosed with colon cancer and is starting chemotherapy. Due to the daily updates, you may be suffering from *Osbourne* overload. But that's no reason to skip the explosive laden series when it premieres uncut on CTV Sept. 17. To do that would be a blogging mistake.

In an early episode Ozzy is looking at the

stage design for an upcoming tour—and sees a bubble machine. He says "Bubbles? Come, I'm [bleeping] *Darkness: Evil, Evil* What's [bleeping] evil about [bleeping] bubbles?" Sorry to say, there's not much evil left in the 53-year-old rocker. The man who be the beat off a hat and urinated on the *Alamo* is now only frustrated by the plastic wrapping on a DVD, loves the *Huany Chazard* and on barely do a strip. And there's absolutely nothing evil about how much he loves his family. Howard is a Beverly Hills reunion with yappy dogs, cats, mischievous kids and their kids' shaker friends. Ozzy and Sharon are conscripted parents—Jack, 16, and Kelly, 17, live at home, while Miesse, 19, moved out before the TV cameras invaded. Their motto is brutal honesty—especially about sex, drugs

Sharon and Ozzy, who wed in 1982, are brutally honest when it comes to parenting

and rock 'n' roll. The result is, Jack and Kelly are shockingly frank too. In one episode Kelly, talking to her mother, refers to the "time dad tried to kill you." In this family, that's not just an expression. (A drunken Ozzy was arrested in 1989 for trying to strangle Sharon.) Ozzy's spew is also fiercely individualistic and quite devoted to each other and their folk.

*The Osbournes* offers something for everyone. The mob can view it as a parenting case study. The rest will revel in the hilarious portents of one celebrity's daily. Ozzy drinks is best at Christmas. "Ozzy Osbourne, you cannot rock, you, you make extraordinary" Evil, indeed.

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## CHAIRMEN OF THE BORED

The era of star CEOs is officially over. So what lessons did we learn from it all?

FOR GOD'S SAKE, let us gather 'round the magazine, and read and tales of the demise of CEOs: how some have been indicted (like Tyco International's Dennis Kozlowski), some, deposed (Eaton's Ken Lay, WorldCom's Bernard Ebbers, many more), some, plucked by the minutes they made during the Internet bubble (they know who they are, don't they, John Roth?), some, dragged before U.S. congressional committees to talk about why they didn't know how bad things at their companies really were (but if they ever did know, well—they forget), some, with reputations too, too sullied by allegations of insider trading (oh, Martha, say it isn't so). How far have our corporate kings and queens fallen?

As scandal has piled on corporate scandal, you can almost hear the tap-tap-tap of the boards—the backbone business disaster books being written, the songs for TV movies of the week getting blue-skied. And it were in tempting to turn the recent spate of executive errors (most of them in the U.S.) and stock market meltdowns (unfortunately, also available in Canada) into historical dramas on a Shakespearean scale, naming chief executives as larger-than-life figures making daring 90-degree turns straight into the Dumpster of corporate history. A few smart fellows (those who were about business for a living) have already capped the underlying socio-cultural trend here: the rise and fall of the celebrity CEO.

Well, hang on a sec. I've got a few problems with this storyline. For one, if you know any CEOs, that phrase—"celebrity CEO"—might sound like an oxymoron. I've met a few real celebrities—movie icons, TV personalities and rock stars—so I say with some authority (but your average CEO is no Tom Cruise or Julia Roberts, or even a Jennifer Aniston. Typically, they're older guys who look like they don't get enough sleep, probably because they work too hard. More are competent,

smart, but distracted by, seemingly, a dozen things at once. Maybe American CEOs are different; I doubt it. But most of them read about dudes like Tyco's Kozlowski, who spent US\$6,000 on a shower curtain for his Manhattan apartment, and go, "Jeez, that's a lot of money to spend on a shower curtain."

This is not to say that there's no such thing as a celebrity CEO—just that there aren't that many of them. A few hundred people out of thousands of company heads in the States might qualify. In Canada, we are, characteristically, there on celebrity when it comes to chief executives: we have, maybe, three or four. And those are B-grade, barely-sort-of on the level of senior federal cabinet ministers, or maybe Margo Kaldor. Even in the States, Amazon's Jeff Bezos is no Vin Diesel, Martha Stewart, a verified celebrity among the nation's air, but never managed the crossover appeal of, say, J. Lo. Second-tier celebs, all the way.

Then there is this big difference between real stars and celebrity CEOs:



In the end, even Martha Stewart's not 10

comparable (or rather, the entertainment industry) use celebrity as a marketing tool to get people to watch movies or TV shows or to buy CDs; chief executives use celebrity to get other people to invest in their companies. Correspondingly, the stakes are vastly different. If you buy a crummy CD or sit through an awful movie, you're out—what?—\$10 or \$12 (not counting emotional damage). If you buy shares in a doomed company because a charismatic CEO told you and everybody else that he was going to revolutionize the world as we know it by selling telecommunications equipment, you might lose your life savings.

During the bubble, celebrity CEOs worked. Look at Martha Stewart Living Omnimedia. Early investors in the magazine, TV and Web company poured up nearly US\$40 a share when it went public on the New York Stock Exchange almost three years ago. Martha led the charge, appearing on television and wasn't the opening bell. Shareholders weren't just buying a piece of a company; they bought a chunk of the Martha Stewart phenomenon. Now that her star is fading, so is the stock—down to US\$8. It's hard to feel sorry for the suckers who bought at 40, and not just because MSD was a relatively mild stock flop when compared with Enron or Mervel. It's also because they should have known fame was fleeting.

Indeed it is. But unlike a Shakespearean tragedy, where the protagonist always cranks, the punishment for celebrity CEOs' hubris is a lot more evened out. A Canadian example: when Josef Stouss (he of the black beard) took over as CEO of fibre optic equipment maker JDS Uniphase back in May 2000, the company's stock was trading for about \$130. Now, after a string of blunders, including a US\$4.5-billion write-down in fiscal 2001, it's at four bucks and change. Meanwhile, Stouss made about \$150 million through the exercise of options. It's enough to make the highest-paid major-league baseball player look like a paragon of the pay-for-performance ideal. So when you hear modifiers talking about the "rise and fall" of the celebrity CEO, ask yourself this: who's really taken the fall? ■

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